**Subject Line**: Request approval to attend ODTUG Kscope

Hello [approving authority],

Please approve my request to attend ODTUG Kscope June 10-14, 2018 in Orlando, FL. This event is one of the largest Oracle technology conferences in the world. It attracts attendees and presenters from around the globe, as well as allows direct contact with the Oracle product development teams.

If approved, this will be an opportunity to learn from the best technical minds in the Oracle industry. I’ll be able to bring back expanded product knowledge and enhanced tools and techniques for our daily work, which will help us fully leverage our Oracle investment and expertise. Technical sessions include the following BI topics: BI Analytics, BI Reporting, Big Data, Data Integration, Data Warehousing, Data Visualization, and new features in the latest product releases.

ODTUG Kscope stands out above other Oracle conferences and training due to the following reasons:

* Non-stop learning with special educational formats
	+ Full days of sessions, symposiums, and hands-on training with unique learning formats to maximize learning—300+ total Oracle technical sessions with no extra charges
	+ Lessons learned by other companies facing similar challenges
	+ Breakfasts, lunches, and networking events designed to help me reach Oracle experts who have answers to our challenges and questions
* Education to keep me knowledgeable for both today’s world and tomorrow’s
	+ Foundational BI/Analytics content to round out and refresh my core knowledge
	+ Tips & tricks, case studies, and beginner, intermediate, and advanced technical content by industry experts for both on-prem and Cloud Oracle BI software
	+ Helpful information about cutting-edge technologies that are impacting Oracle BI and Analytics solutions in our industry, like Machine Learning, Adaptive Intelligence, the Internet of Things, Advanced Analytics, Data Engineering, Data Streaming, Cloud Data Warehousing, Chatbots, and Blockchain
* Networking opportunities to keep me connected to experienced customers and experts
	+ Direct access to the Oracle Product Management and Development teams to learn and provide feedback
	+ Exposure to Oracle customers, all on different steps of their solution path
	+ Proximity to Oracle partner and vendor experts who can give guidance on current challenges and help me review design ideas and solutions
	+ Lasting connections that I can leverage now and in the future to help us be successful

[OPTIONAL SECTION] In addition, I will be able to meet the best BI experts in various disciplines that can help me to solve the following project challenges with the most cost-efficient solution:

* [list project challenges]

ODTUG Kscope is very competitively priced compared to other conferences in our industry. The value of Kscope is unsurpassed—technical training for a single BI technology five-day class can run ~$4,000 for just registration fees. Considering that Kscope never stops (breakfast meetings, lunch & learns, after hours sessions, etc.), you get more for less than half of the price of a traditional training class. Plus, Kscope delivers some of the best presenters from all over the world who live, eat, and breathe BI.

The estimated cost to attend ODTUG Kscope including registration, travel, and incidentals is $x,xxx. Please visit [Kscope18.odtug.com](http://kscope18.odtug.com) to read track descriptions and testimonials, watch videos, and more. No other conference in the Oracle world features this kind of development-specific training and content.

To take advantage of the advance registration discount that is currently available, please respond by May 25, 2018. Thank you for your consideration.

Sincerely,

[Your Name]