DATA UNIVERSE

To: {your manager name}
Subject: Why I should attend Data Universe 2024

I'd like your approval to attend the **Data Universe** event that's coming to New York City on April 10-11, at the North Javits Center.

It's a new conference for the entire data and AI ecosystem, offering comprehensive programming across every facet of business transformation and cutting-edge technology happening in our field today.

There are 150+ amazing industry speakers and sessions in the lineup that I think will offer extremely useful insights which I can apply right away, as well as networking events and an expo hall showcasing a variety of leading and innovative exhibitors.

Of the 19 different tracks in the program offering content for data practitioners and business leaders at all levels of experience, as well as, executives, and eco-system partners, I see several with sessions I'd want to attend, including the tracks I've <u>highlighted</u> below:

- Data Analytics
- Decision Intelligence
- Applied AI & Machine Learning
- Data Strategy
- Business Reinvention
- Teams & Talent

- Information Security
- Governance & Compliance
- Data Privacy
- Data Engineering
- Scale & Performance
- Uptime & Resiliency

- The Data Stack
- Generative AI
- Tech at the Fringe
- Ethical Algorithms
- Modern Architectures
- Data Products
- Generative AI

I'm really excited about how Data Universe brings IT ALL together, with in-depth case studies, workshops, and panel discussions that will help me build my skills, expertise and perspectives on {topic 1}, {topic 2}, {topic 3}, which I will be able to bring back and apply to work on my projects, including: {project 1}, {project 2}, {project 3}. I also appreciate that the programming will be brand-agnostic, so I'll get a wider lens on what tools and strategies are be used elsewhere, without the sales pitch.

Here are several speakers and sessions that I'm excited to attend, including _{talk name}_ by ___{speaker name}___ and __{talk name}__ by __{speaker name}__.

My Data Universe ticket will give me **full access** to all sessions, workshops, keynote presentations, complimentary lunches, and networking activities throughout the event.

I'm estimating my overall cost to attend will be:

• Airfare: [$XXX]
• Round-trip transportation between airport and hotel: $100
• Hotel: $900 ($300/night for 3 nights)
• Meals: $40/day since lunch is included at the event.
• Standard conference registration fee: $995.
• Total: [$X,XXX]

If given the chance to attend, I'd be happy to present to the team my key takeaways from the event, and what strategies and best practices we could start applying in our organization, as well as the presentation slides from the speakers when they make them available after the event. It is an in-person event only.

Please find more information about the conference and its benefits here.

Thank you for considering my request. I'm happy to answer any questions you may have.

Sincerely,

{{your first and last name}}