Subject: Why I must attend a Cvent Academy Workshop Training

[NAME],

I’m writing to ask for approval to attend the Cvent Academy [NAME OF TRAINING] Workshop Training in [LOCATION] on [DATE/TIME].

I know my attendance will add great value to our organization as it includes a full day of hands-on learning in a classroom style environment where I can become highly proficient using Cvent. In addition, getting that hands-on experience, I will be actually building and managing our Cvent account directly. This will give me the opportunity to show certified Cvent Trainers what we have created thus far and where we need the most help.

At a total cost of about [COST] this is the most cost-effective way to ensure that we’re getting the most from our Cvent investment, to be more efficient in our event planning processes, and learn new ideas increasing our overall event ROI.

In particular, I’d like to focus on finding solutions or best practices that could benefit these projects and initiatives:

• [add project or initiative]

**Here’s an approximate breakdown of the cost to attend one of these trainings:**

|  |  |
| --- | --- |
| Airfare/car rental: | [PRICE] |
| Hotel: | [PRICE]/night |
| Registration Fee: | $[PRICE] |
|  |  |
| Total: | **[TOTAL PRICE]** |

I am currently spending [NUMBER OF HOURS] hours a week learning how to utilize Cvent. This time includes:

* [NUMBER OF HOURS] building/creating events in your Cvent account
* [NUMBER] tickets I have had to raise to Customer Support
* [NUMBER] calls to Customer Support totaling [NUMBER OF HOURS]
* [NUMBER OF HOURS] researching Cvent help articles/time spent in Cvent Community
* [any other way you have used to learn the Cvent Platform]

When considering the cost per hour we are currently expending to get me onboarded with Cvent, I believe it would be more cost effective to sit down with Cvent trainers for a full day of immersive training. I will bring a list of questions and features I need to master to ensure I walk away from this 8 hour day feeling confident within our Cvent account.

Thank you for considering this request. I look forward to your reply. Spots are limited, please let me know if I have to sign-off to attend at your earliest convenience – the earlier I get tickets the more cost-friendly they will be!

Regards,

[NAME],