How to use the template:

*Step 1: Fill in your info where highlighted*

*Step 2: Copy and paste in email composer*

*Step 3: Send to boss*

*Step 4: Attend ContentCon and learn how to maximize your digital experiences*

Hey [ your boss ],

I recently heard about [ContentCon 2025,](https://www.contentstack.com/contentcon/) and after doing some digging, I think it would be a great opportunity to learn more about personalization and pushing our digital experiences to the next level. I’m also keen to gain insight into leveraging headless and composable tech to help us reach our goals around [list relevant goals].

During the two-day conference in Chicago, Illinois, attendees participate in hands-on workshops, hear from industry leaders from some of the world’s biggest companies, and learn best practices during their Labs and Academy Workshops.

The cost of attendance isn’t too steep, and if I can register by February 3, 2025, I’d save $300 on the total cost. I’ve included some details and the cost breakdown below:

**Where:** Convene Willis Tower in Chicago, IL

**When:** June 3-5, 2025

 **Cost:** Early registration: $395 per person ($695 after February 3rd)

**Ticket price includes**:

* Full conference pass (June 3-5)
* Access to social activities & event meals
* Academy courses

If interested, [click here to learn more about the conference](https://www.contentstack.com/contentcon/).

Of course, following ContentCon, I’d be happy to share what I learned and work with you and the team to see what we can put into practice now and in the future — especially when it comes to personalization.

Thanks for your consideration! I look forward to hearing your thoughts.

[**Your Name**]