To:

From:

Subject: Ellie Mae’s Experience 2020 Proposal

I’d like to explore some solutions that would make a significant and positive impact on our company’s success and ROI, specifically in the areas of \_\_\_, \_\_\_\_\_, and \_\_\_\_\_\_. I’m writing to ask for your approval to attend Experience 2020, Ellie Mae’s leading technology conference for the residential mortgage industry that brings thousands of leaders together to unveil the latest technologies driving the digital mortgage forward.

Registration is now open for Ellie Mae’s Experience 2020 user conference in San Diego from March 23-25, and attending would help our company originate more loans, lower costs, and reduce time to close.

Take a look at the website to get a better sense of the value: [**experience.elliemae.com**](http://experience.elliemae.com/)

An entire community of Ellie Mae product experts, 2,500 Encompass users, and mortgage industry leaders will be on hand to demonstrate new innovations, discuss the latest strategies, share best practices, and provide hands-on training. The networking alone is an incredible opportunity to get problem-solving techniques, real-life insights, and practical approaches.

There are 16 mortgage and hands-on Encompass Pre-conference Training classes, plus 60 in-depth Breakout Sessions. There’s eight conference tracks overall, each with a specific focus, and the one I’m most interested in attending is [insert track name, choose from: Executive Focus; Consumer Engagement; Digital Mortgage & Beyond; Business Compliance & AllRegs; Data Intelligence for Leaders; Cloud Enablement; Best Practices in Cybersecurity; System Admin Essentials; Ellie Mae Partner Success; Platform Development (Developer Summit); Data & Analytics (Developer Summit)]

I’d like to specifically place my focus on bringing back a solution or best practice to move [insert project] forward.

Here’s an approximate breakdown of training + conference costs:

Average U.S. Airfare $395

Four-night hotel stay (discount rate displayed) $315

Dinners *(breakfasts and lunches are provided)*  $150

Round-trip airport taxi $50   
Experience 2020, March 23-25 $1,595

**OR** Experience + Pre-conference Training $2,590

Total for Experience alone: $3,466

Total for Experience + Pre-conference Training: $4,780

Registration fee also includes all conference meals, as well as access to the final presentations and keynote videos. In addition, I’m looking into ways to keep expenses to a minimum, including airfare sales, hotel discounts, ride-sharing, and meals with vendors. And, I'll be sure to submit a post-conference report that will include a summary of my sessions and networking, and a set of recommendations based on the insights and best practices I learn at the conference.

We could even turn this into a team-building event and save an additional $250 per person on registrations if we send five or more people.

Let’s set up a time to talk if you want to go over any details, or just let me know if I have the go-ahead and I’ll start the planning.

Thanks for your consideration.