

Customizable Letter to Manager

Date

Dear <Manager>:

I would like to attend AIPMM's Annual Conference—Product Management Education & Certification 2010, the premier event for product management and product marketing professionals. The conference will enable me to attend a number of workshops that are directly applicable to my work and allow me to network with a number of product management experts in addition to anthropologists and psychologists who specialize in this area. Many of the presentations <give information on how to reduce costs and do more with less, grow service lines, and improve communications>. I am seeking approval for the registration fee, travel expenses to the conference and expenses during the conference. I wish to attend the optional certification preparation workshop after the main two-day conference, because it covers materials in preparation for certification and the certification exam as well. The total costs for the conference are <fill in blank>. The detailed cost breakdown is listed in the paragraph below.

<The numbers in brackets below will need to be adjusted to reflect the current pricing. The travel costs vary as well and should be changed to reflect your costs. The full price conference fee is \$1295 but can be reduced if you are a member (\$125) and by registering early to save an additional (\$100). The early member registration price with all discounts is \$895>.

<You will need to insert your travel cost numbers in here>

Here is the breakdown of conference costs:

Airfare:

Transportation:

Hotel:

Meals:

Conference Fee:

Preconference Workshop Fee:

Total conference cost of _____.

There are a number of presentations that I would attend that would give me some knowledge in areas of <fill in topic areas> that could immediately be put to use with <project(s) you are working on>. As I mentioned, the presentations are conducted by not only respected product management experts but also leading business anthropologists and design psychologists. I chose each of these presentations because it is directly relates to an issue we are dealing with in the <project(s) you are working on> right now. Getting the information in a seminar format will greatly reduce the research time and costs normally incurred in researching the topics. Incidentally, I have only listed some of the seminars that I will attend. Including them all would make this memo much too long.

<You will need to add educational information from the current program to customize this for your current situation. .>

The opportunity for me to develop better contacts with industry experts and to gain knowledge in specific areas of product management and marketing strategy makes my attendance at this AIPMM conference a wise investment, which will yield rich dividends for *<your company>*.

Sincerely,