Dear [Decision Maker Name]

I would like your approval to attend CMMI Institute’s Capability Counts 2020 from 21-22 April at the Hyatt Regency Crystal City, in Arlington, Virginia USA. Capability Counts is essential to professional development for those who want to advance organizational capabilities and performance.

The opportunities to gain knowledge, meet industry experts, and expand my network of professionals is incomparable. The annual conference has 400+ attendees and 90+ speakers offering general sessions, panels, tutorials and networking opportunities. I am really interested in the sessions focused on [select topics: CMMI V2.0 Transitioning, CMMI V2.0 Experiences, Methodology Integrations, Security, High Maturity, Government, Performance Management, and Practical CMMI Guidance].

I know you’ve mentioned that we should improve [insert current needs]. Attending these conference sessions will help me to acquire skills and learn practices I can put into action to reach our organization’s goals by improving our business performance and capabilities.

Registration Prices (if registered by January 15):

* Full Event (Tuesday + Wednesday): $1,399
* Conference + Tutorial (Tuesday – Thursday): $1,649
* Conference + 2 Tutorials (Tuesday-Thursday): $1,899

Capability Counts also offers the opportunity to expand the value of my educational experience by offering post-conference tutorials, which are held immediately after the conference at the same location. This gives me the opportunity to maximize my learning during my time away from the office.

In addition to the knowledge, I have the opportunity to earn continuing education credits for the following certifications I hold [Insert current certifications: CMMI Associate/Professional/Instructor/Lead Appraiser, CISA, PMP, etc.]

Here is a breakdown of the costs for my attendance:

Registration Price: $ XXX

Airfare: $ XXX

Hotel: $ 225.00 USD (per night + tax)

Transportation (hotel located at Regan National Airport): $ XXX

Meals (several meals included in registration price): $ XXX

**TOTAL INVESTMENT: $ XXX**

Please let me know if you have any questions or would like me to provide additional information. More details are also available on the Capability Counts 2020 website: <https://cmmiinstitute.com/capability-counts/2020>

I appreciate your consideration!

Thanking you in advance,

Your Signature