

**Subject:** How I can help the bank grow

Hi **[NAME]**:

I am looking at attending **WBA's LEAD360 Conference** on Nov. 20-21 at the Wilderness Resort in Wisconsin Dells and would love your approval. I believe that my attendance at this event is beneficial not only for my own career development, but for the growth of **[insert your bank name]** as well!

The LEAD360 Conference has become the state's go-to event for bank professionals in marketing, sales/customer service, retail management, and financial literacy. By attending, I will gain a more in-depth understanding of my field, how it relates to the banking industry and how today's trends can be incorporated into our processes and practices. Topics of interest include:

- **[insert topic]**
- **[insert topic]**
- **[insert topic]**

I'll also be able to bring back insights into how bankers from around the state are tackling the same challenges that we encounter daily. Networking is an enormous part of this conference; I will be able to talk to other bank professionals and hear what they are doing—or not doing, for that matter—providing a phenomenal learning opportunity.

My projected costs for attending the LEAD 360 Conference are **[insert cost from worksheet]**. This includes registration, transportation, lodging, events, and meals.

I encourage you to learn more about the conference at [www.wisbank.com/LEAD360](http://www.wisbank.com/LEAD360) and see for yourself the valuable content and networking opportunities. I feel the LEAD360 Conference is important to my professional development and promise to bring back innovative ideas, best practices, and tangible solutions that our bank can consider implementing.

Thanks for your consideration; I look forward to discussing this further.

**[Your Name]**