*Fill out the letter below or copy/paste into the body of an email*

*Subject line: Request for Approval to Attende Clever Devices CONNECT Conference*

\_\_\_\_\_\_\_  
Dear [Manager],

I request your approval to attend CONNECT, Clever Devices' Customer Engagement Forum, an unparalleled event designed to empower transit agencies across North America. This year, CONNECT will occur **from September 15-19, 2024**, in Pittsburgh, PA.

CONNECT offers a comprehensive experience encompassing three days of learning, training, and networking opportunities explicitly tailored for transit professionals. The event features keynote addresses from esteemed industry leaders, setting the stage for insightful discussions and invaluable knowledge exchange. Notable past speakers have included APTA President Paul Skoutelas, MetroLINK CEO Jeff Nelson, and CapMetro CEO Dottie Watkins, underscoring the caliber of expertise at this conference.

Here are the top 5 reasons why I believe attending CONNECT is vital for both my professional growth and [**insert agency name**] 's advancement:

1. **Comprehensive Learning and Networking:** With a diverse array of sessions and networking opportunities, CONNECT provides a platform to explore insights, exchange ideas, and build valuable connections within the transit community.
2. **Actionable Insights:**CONNECT offers solution and spotlight sessions that provide actionable information that I can leverage to enhance our agency's operations, efficiency, and overall effectiveness.
3. **Access to Expertise:** Engaging with fellow Clever Devices users and product experts will enable me to explore innovative approaches and best practices for optimizing our tools and workflows.
4. **Maximizing ROI:** By gaining insights into optimizing the ROI of our Clever Devices solutions, I can ensure that we fully leverage our investment to achieve our operational and strategic objectives.
5. **Industry Awareness:** Staying abreast of industry trends and advancements in transit technology is crucial for our agency's competitiveness and relevance. CONNECT provides an unparalleled opportunity to deepen my understanding of the latest developments in our field.

In particular, I aim to focus on solutions and best practices that align with our upcoming projects and strategic initiatives, including:

1. Include project/initiative
2. Include project/initiative
3. Include project/initiative

Regarding logistics, I have outlined the anticipated costs associated with attending the conference:

* Airfare: $$$
* Conference hotel rate: $229/night (deadline for discounted rate: August 22, 2024)
* Conference registration (early bird pricing): $189 until 7/15, $250 after 7/15
* Total: $$$

When I return from CONNECT 2024, I am committed to sharing key takeaways and actionable insights with our team, focusing on initiatives that can immediately impact our operations.

Given the discounted early bird rates and the significance of this opportunity, I kindly request your prompt attention to ensure that we secure the best possible rate.

Thank you for considering my request. I am confident that my participation in CONNECT will substantially benefit our agency, and I look forward to your favorable response.

Warm regards,