

CUSTOMIZABLE TEMPLATE TO SHARE WITH LEADERSHIP

Why I Must Attend the 2025 Sales & Marketing Leadership Summit

I'm requesting approval to attend the 2025 Sales & Marketing Leadership Summit, hosted by Shore Consulting, from July 15–17 in Denver, CO.

This isn't just another conference—it's a critical opportunity to confront today's toughest challenges head-on. The Summit offers the strategies, tools, and clarity we need to create or sustain momentum—even when the market is working against us.

What the Summit delivers

- **Tailored content** for where we are—whether we're rebuilding at base camp or scaling to the next level.
- **Inspiring and actionable keynotes** to start each day, followed by deep-dive sessions that cut straight to the heart of sales and marketing execution.
- **Top-tier experts and peers** tackling today's most urgent questions: How do we adapt? Where do we focus? What should we stop doing?

Hosted by Shore Consulting, the Summit consistently delivers high-impact learning with real-world results. Past attendees speak of a mid-year jolt of insight, confidence, and strategic clarity—something our team could greatly benefit from.

Strategic relevance to our goals

I plan to attend sessions that directly support key initiatives, including:

- [Insert your Company project or initiative]
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The insights and connections I bring back will inform not only these efforts, but also broader strategic decisions as we continue to adapt to market changes.

Estimated investment

- Summit Ticket: **\$1,499** (*early bird rate available through April 30*)
- Travel Expenses: (Insert estimate for airfare, hotel, ground travel and meals)

I'm confident this Summit will help us strengthen our strategies, sharpen our execution, and position our team to lead—even through uncertainty. I'd welcome the opportunity to discuss how we can align this opportunity with our broader development goals.

Thank you for considering this investment in our future.

Best regards,

[Your Name]
[Your Title]