**To:** [My Boss’s Name]

**From:** [My Name]

**Re:** Request for approval: NAMLS’25

I'd like to attend the 2025 North American Marketing Leadership Summit (NAMLS) in Phoenix, AZ, on September 29 – October 1, 2025.

NAMLS is the premier gathering of corporate marketing leaders. It brings together a wide range of thought leaders, corporate practitioners, and solutions providers to share insights, foster innovation, and build connections.

This year’s meeting will bring together over 100 attendees across 2.5 days of curated content, featuring more than 30 renowned speakers, interactive workshops, peer-led discussions, and networking opportunities. Plus, SocialMedia.org members like me will have additional perks that include discounted pricing, an exclusive peer practitioner forum on day three, access to the NAMLS VIP lounge, and a private member dinner.

Because the format of the SocialMedia.org Peer Practitioner Forum is dynamic, I'm able to contribute to the agenda based on the needs of our program. I plan to start discussions around our key initiatives, including:

* [Topic 1]
* [Topic 2]
* [Topic 3]

Benefits I anticipate from participating include:

* **Gaining fresh perspectives that are critical to driving real impact.** NAMLS goes beyond our typical member experience by bringing together thought leaders, corporate practitioners, and solutions providers – offering us a chance to learn from the foremost experts beyond our usual circle.
* **Benchmarking with peers** – confidentially and off the record during the SocialMedia.org forum from practitioners who are leading programs at enterprise scale.
* **Identifying new opportunities**, because this is where fellow members talk about things that haven't made the mainstream conversation yet. We'll hear it here first.
* **Avoiding risk**. The confidential conversations allow us to learn things about platforms, vendors, regulations, and strategies that aren't shared anywhere else.
* **Exploring potential partners** – NAMLS offers opt-in opportunities with sponsors/vendors to evaluate new solutions.

Estimated breakdown of the costs:

* Registration: $1,995 (if we register by June 6, otherwise the fee is $2,195 before July 26 and $2,395 before September 23)
* Airfare: [$]
* Transportation: [$]
* Hotel:  $349/night
* Meals:  [$]
* **Total**:  [$]

I will submit a trip report post-event that will include a brief summary of the conference and my learnings. I'd also be happy to share relevant information with other staff members and departments.

Thank you,

[My Name]