**Convince Your Boss Memo**

To:

From:

Subject: Attending ClearEdge Partners’ IT Deal-Maker Summit, May 4-7, Las Vegas

Dear (insert boss’s name):

I’d like your approval to attend the ClearEdge IT Deal-Maker Summit, and will outline below the reasons why I am confident my participation will produce strong returns for (insert company name).

The theme of this year’s event is “Empowering Deal Leaders for ‘Techceleration’”. Now in its 12th year, the Summit brings together industry peers from Sourcing, IT, and VMOs to share strategies for capturing more value from their IT spending, in a vendor-free environment. This is a conference where people doing exactly what we do can collaborate openly on their key challenges. I’ll come back with new insights to apply to upcoming deals for our business.

Here’s why I’d like to attend and how our organization could benefit:

* **I’ll learn from the experts** — ClearEdge sessions are led by top deal-making professionals: former senior sales execs from some of the country’s largest IT suppliers, in tandem with a team of analysts who inspect thousands of ongoing IT deals every year.
* **I’ll be equipped with ideas to produce better results** — I’ll be exposed to new ways of looking at our key vendor relationships, the ongoing shift to subscription licensing, the challenges of cloud cost optimization, the rise in disruptive and costly audits, the ramifications of M&A, and much more.
* **I’ll be exposed to proven tactics** – ClearEdge empowers clients to capture more value from key vendors and reduce legacy system spending so they can re-direct savings toward investment in business innovation.
* **I’ll learn from my industry peers** — Summit attendees come from Fortune 1000 organizations across all major industries. We’ll tackle real-world problems in small interactive groups and bring those solutions back to our teams.

I’ve attached the agenda for your review. I estimate the total cost will be approximately $(amount based on your flights and room cost) for travel and lodging. Registration and meals are included in our ClearEdge agreement. Please let me know your decision by April 9 so that I can take advantage of the discounted hotel rate.

Thanks for your consideration. Please let me know if you have any questions.

Regards,

(insert name)