Dear [BOSS NAME],

I would like to attend Pendomonium, Pendo’s annual conference in Raleigh, NC on October 13.

Our product team currently uses Pendo to deliver better software experiences for our customers, and this event will help me improve our use of Pendo even more and maximize our investment in this tool. I’d be able to check in and out of work during the conference and catch the most relevant sessions.

Pendomonium is considered to be one of the year’s premier conferences for software-focused product managers. It features a stellar lineup, including [TK List of speakers]

Pendomonium will provide me with strategies for:

* Using Pendo at a higher level
* Delivering great product experiences by designing onboarding flows, helping customers self-serve, and motivating them to engage in positive in-app behaviors
* Transforming [COMPANY] into a truly product-led organization
* Collaborating cross-functionally and using Pendo in concert with other tools
* Roadmapping, planning, and handling user feedback more efficiently

A broad range of companies send employees to Pendomonium and each is empowering their product managers to create better software products with Pendo.

Past attendees of their in-person events have said things like:

* I have never left any other conference so inspired! Notebook full of practical ideas to take action right away! Thank you!
* It's time for our organizations to hit the gas on Pendo applications for our product. We weren't even scratching the surface! We have so much we can do.
* As a newer customer, I was worried we were attending too soon to get value out of the conference. Boy was I wrong! I learned so much! Now I know what rookie moves to avoid and can get to a great place with our customers even sooner. Thank you for a great, informative and idea provoking conference!!
* It’s been a long time since I've smiled for 20 minutes straight...this is what my soul needed.

The cost of the conference is only $299 until August 30. Ideally, I would attend a free workshop held the next day, too, to deep-dive into challenges specific to our products with Pendo partners. If I bring three of my teammates with me, the fourth ticket would be free.

I’m confident that this investment in me will be worthwhile to our company and make me a more effective, efficient and forward-looking [YOUR TITLE].

Thank you,

[YOUR NAME]

P.S. You can learn more about the conference [here](https://www.pendo.io/pendomonium/).