

Justify your trip

If you already know how much you can get out of Google Cloud Next '18, but your manager needs a little convincing, this letter can help.

Copy the template and paste it into an email to your manager. Make sure to add your customized details and information.

[Next '18 Website](#)

Subject line:

Attending Google Cloud Next '18 in San Francisco

Hi [NAME],

I'd like to attend Google Cloud Next '18, a three-day event dedicated to cloud technologies that can have a huge impact on our business. It's taking place at the Moscone Center in San Francisco July 24–26, and I'm hoping to get your approval to go.

Thousands of leading IT professionals, developers, engineers, and entrepreneurs will be in attendance, and there will be hundreds of hands-on opportunities to learn about cloud solutions. Google Cloud experts will also be there to meet with attendees, lead workshops, and give keynotes.

To get a sense of what Next '18 is all about, watch some highlights from last year's event. Here are links to the highlights from Day 1 (<https://goo.gl/YB2Pcp>) and Day 2 (<https://goo.gl/zfEMya>).

I'm most excited to meet people whose organizations face challenges similar to ours – it's an invaluable opportunity to gain practical insights and hear success stories that are directly applicable to our business. I see these takeaways as being particularly valuable for what I'm working on now, especially [PROJECT 1] and [PROJECT 2].

I'm hoping to secure my spot while space is still available. I estimate that my attendance at this event will cost [\$ HERE], which includes travel, accommodations, and other expenses.

Let's also put a plan together for the best way to brief you on my Next '18 takeaways, post-event.

Thanks,
[NAME]