Dear [ENTER MANAGER’S NAME],

I would like your approval to attend the 1st Annual PhishMe Submerge EMEA [International Phishing Defence Summit and User Conference](https://phishme.com/submerge-emea), from November 7th – 8th at the DoubleTree, Tower of London Hotel in London.

This event consists of 2 days of networking, learning, and sharing strategies for phishing resiliency and phishing defence, packed with educational sessions that are broken into two primary tracks - **Phishing Resilience** and **Phishing Defence** tracks with content such as:

* Anti-Phishing Programme Best Practices
* How to Develop a Phishing Incident and Response Plan
* PhishMe Customer Panel – Metrics and Communications
* How to develop a phishing incident and response plan

PhishMe Submerge also offers a comprehensive product training track to strengthen knowledge, skills and proficiency of PhishMe solutions.

The Training Track has 10 distinct training topics such as:

* PhishMe Simulator Programme Analysis
* Integrating PhishMe Triage with Your IR Program
* Creating Phishing Emails that Work

Throughout the conference, I’ll have the opportunity to meet and network with other phishing defence experts from around the world, participate in hands-on learning, and hear more about the latest innovations in phishing defence best practices and key technical perspectives on unlocking the power of humans to defend against advanced cyber threats.

This opportunity to engage in these invaluable discussions will provide me with a practical and engaging experience so that I can apply real-world knowledge and lessons to my everyday job here at {insert company}.

Between the content presented in the sessions, tracks, and keynotes, I plan to continue to strengthen my skills in **[X]**, **[Y]** and **[Z]**, and walk away having learned/gained more insight into:

* **Goal 1**
* **Goal 2**
* **Goal 3**

More specifically, this phishing defence and user summit will cover the following topics that are relevant to what I’m working on:

* **[Topic 1] [Why it matters]**
* **[Topic 2] [Why it matters]**
* **[Topic 3] [Why it matters]**
* **[Topic 4] [Why it matters]**

I’m confident that my attendance at PhishMe Submerge EMEA 2017 will empower me with more knowledge, insight and best practices that will aid in my ability to further my knowledge about the latest cyber threats and better defend our network.

When I get back, I will share key learnings and insight with the team, including those that we can implement immediately and those that we can consider to heighten our security and defences against Phishing attacks.

I’ve broken down the approximate cost of my attendance for your review and approval:

* Airfare/Travel: xxxx
* Hotel: (insert total amount based on £189 rate + VAT x nights)
* Early Bird Event Registration: £199
* Total: (Insert Total Amount)

The earlier I can confirm my attendance, the more cost effective it will be. Early Bird Registration ends on 17th October, and the opportunity to take advantage of discounted rates is going to go quickly.

Thank you for taking the time to review this request, and I’m looking forward to hearing from you.

Best,

[YOUR NAME]