

Sample Letter

To: [Recipient]

From: [Sender]

RE: 2021 **accesso** Client Seminar Proposal

I would like to attend the virtual **accesso** Client Seminar from September 20th-24th because it's the best way to ensure we get the most from our investment in our [name of **accesso** solution].

This week-long conference offers sessions, roundtables, and one-on-one sessions with **accesso** staff as well as an exhibit area where I can meet directly with **accesso** partners. It even provides an opportunity to learn about all the **accesso** solutions that may benefit our organization. Plus, I'll have the opportunity to network and share ideas with peers from a variety of industries including other [insert your industry] professionals.

Below are three specific areas in which attending the 2021 **accesso** Client Seminar would immediately help our business:

- [project or initiative]
- [project or initiative]
- [project or initiative]

Since the Seminar is virtual this year, the costs are minimal and only consist of a one-time registration fee. If I sign up before July 21st, the early bird pricing is \$200.

To help demonstrate the Client Seminar's value, I'll also submit a post-seminar summary, which will include a set of recommended actions on how to kick off the projects/initiatives above. Plus, I'm happy to share any relevant information with other staff members and departments.

Thank you for considering this proposal. I look forward to your reply.

[Signed]