

How to Convince Your Boss to Attend Breakthrough 2019

Hi [Manager],

I'd like to attend [6sense's Breakthrough conference](#), which will be held December 2-4 in Napa. This event is bringing together industry experts and 6sense customers for two days packed with valuable education and networking opportunities that tie directly into our ABM initiatives.

I'll learn about ABM industry trends and 6sense's roadmap, see real examples shared by peer customers, network with other sales and marketing leaders running ABM programs, and get ideas I can bring home and act on right away.

6sense has curated a small but select group of sponsors for the event that all offer solutions related to what we're doing with ABM, so I'll have a chance to meet with suppliers and learn how the latest products can complement our investment in 6sense – and further our ABM initiatives.

The cost is \$1,500, which includes a two-night stay in the hotel as well as all meals during the event and full conference access. Other than that, I'll just need to expense travel.

There's more information about Breakthrough on the conference website linked above, and I'm happy to answer any questions. I can also schedule a call with our 6sense customer success manager if you'd like to discuss it with them.

Thanks for your consideration,