

To: From:

Re: 2025 Varicent Accelerate Conference

I am writing to request approval to attend the [2025 Accelerate Conference](https://accelerate.varicent.com/), taking place May 5–8, 2025, in Austin, TX.

Accelerate is the **world’s premier sales performance management event**, offering four days of actionable insights, hands-on learning, and strategies designed to help us turn our sales performance initiatives into a powerful revenue engine. This year’s theme, Growth by Design, focuses on giving participants intentional, data-driven strategies for achieving sustainable growth and aligning go-to-market planning with execution.

Here’s how attending will deliver value for our team and organization:

**1. Expert-led sessions designed to solve today’s challenges**
The agenda includes 75+ sessions and workshops covering cutting-edge topics such as incentive compensation, go-to-market planning, and AI-driven forecasting. These sessions are designed to break silos, streamline processes, and turn sales comp into a strategic business driver. I’ll return with actionable insights to implement across our sales performance initiatives.

**2. Hands-on training to unlock our full potential with Varicent**
Accelerate’s **Product Lab Sessions** provide in-depth training tailored to Varicent solutions like sales planning, data analytics, and AI. With 100+ hours of hands-on labs and direct access to Varicent experts, I’ll leave with practical skills to maximize our investment and drive measurable results.

**3. Connecting with 500+ sales performance leaders and peers**
This conference is an unmatched opportunity to build relationships with industry experts, Varicent leadership, and peers from similar organizations. I’ll gain insights into how other companies are architecting success and driving alignment across teams, which we can apply to enhance our own processes.

**4. Supporting our business goals and growth initiatives**
Attending Accelerate is an investment in outcomes that matter to us. I’m confident it will provide solutions and ideas to support these key initiatives:

* [*internal initiative 1*]
* [*internal initiative 2*]
* [*internal initiative 3*]

**Cost Breakdown**

If we register by March 21, 2025, we can benefit from special pricing. The estimated total cost is **$XXX** broken down as follows:

* *Registration Fee (early bird pricing ends March 21, 2025)* *$1400*
* *Hotel ($329 per night)*  *$XXX*
* *Airfare* *$XXX*
* *Meals (breakfast & lunch provided 5/6*-5/8, *$XXX*
 *dinner provided 5/6)*

**Total:** **$XXXX**

*Note: If we register 3 or more people from our organization, we will receive a discount*
*of $100 off per person.*

When I return, I’ll provide a detailed report on key takeaways and recommendations to implement strategies learned at the event. This will ensure our entire team benefits from the insights and best practices shared at Accelerate.

Thank you for considering this request. Please let me know if you need any additional information.

Regards,