

Subject: Approval to Attend The CEW Connected Consumer Conference

Dear <insert name>,

I would like to request your approval to attend the **Cosmetic Executive Women (CEW) Connected Consumer Conference on November 14** at the Marriot Marquis in New York City. CEW is a non-profit organization of more than 10K global members, dedicated to advancing the professional development of executives within beauty and related industries.

The Connected Consumer Conference is a unique opportunity for me to stay competitive in today's evolving digital marketplace and to get access to information and strategies that would help benefit the overall goals of our organization.

While there is an event fee of (insert cost) for the half-day program; I strongly believe this will be an investment that would result in immediate and long-term benefits, including:

- **The opportunity to gain knowledge from 18+ top experts and futurists** at leading beauty brands, technology, trend forecasting, and digital agencies with **expertise** that I wouldn't be able to access anywhere else.
- Learnings from innovative case studies on topics ranging from **AI to Voice Tech to Video strategy**, offering insights into the **high-tech trends** guiding today's consumer.
- The ability to leverage data from a **proprietary study** on today's beauty consumers' shopping habits, curated by **The Boston Consulting Group**.
- Networking opportunities with more than **700+ executives from beauty & related industries**.
- Actionable **takeaways** that can **be immediately implemented** into our digital marketing strategies.

The **Connected Consumer Conference** would be a valuable experience for me and one that would benefit our organization. To learn more about the featured speakers and panelists, you can visit [**connectedconsumerconference.com**](http://connectedconsumerconference.com).

I hope you will support my attendance and thank you in advance for your consideration.

Thank you,
<your name>