**Sample Convince Your Boss Email**

**Re: Microchip MASTERs 2016**

Dear [Your manager’s name],

I’d like to receive your permission to attend Microchip’s MASTERs Conference 2016, which is Microchip’s annual technical training conference for engineers. The Conference is in Phoenix from August 17-20, 2016 (August 15-16 for the Pre-Conference). This year they are offering more than 100 classes that cover a broad range of embedded control topics and are taught by Microchip’s application and design engineers, making it the ideal place to gain skills and knowledge that I can bring back to the team.

By attending this event, I’ll have opportunities to:

* Dive deep on a gamut of embedded control topics including new products and peripherals, C programming, firmware design methodology, connectivity sessions on TCP/IP, USB, CAN and Bluetooth, graphics and capacitive touch interface development, intelligent power supplies, motor control, Internet of Things (IoT), using an RTOS and low-power system design
* Save us time by getting our technical questions answered by the same engineers who created Microchip’s products and solutions.
* Learn technical best practices that can’t be found anywhere else on embedded application architecture, development and debugging to enable us to get up and running quicker on our new designs. This item alone is potentially worth the cost of attending.
* Get a firsthand look at (and experience using) development tools that can help speed up our design cycles.

Today, I am working on the following projects that could benefit from this educational event:

* [Enter Project 1]
* [Enter Project 2]
* [Enter Project 3]

I have included a full breakdown of the conference costs and by booking my trip early, I will be able to minimize my total expenses.

Airfare: $[Enter Airfare Cost]

Airport transportation: $0 (included in conference cost)

Hotel: $0 (included in conference cost)

Meals: $0 (included in conference cost)

Registration fee: $1,602 (Early Bird price if you register by May 12)

**Total:** **$[Enter total]**

After the conference, I’ll distribute a post-conference report that will include major takeaways, best practices and recommendations that can benefit the entire team.

Thank you for considering my request to attend this event. I look forward to your reply.

Regards,

[Your name]