

Dear <Insert Manager's Name>,

I'd like to request approval to attend TMRE: The Market Research Event 2025 in Las Vegas, October 28-30. As our industry continues to evolve at a rapid pace, this year's TMRE—centered on the theme “*Insights: The Next Era*”—is uniquely positioned to address the intersection of human intelligence, data, and technology.

Attending TMRE will equip me with cutting-edge strategies to elevate the value of our research, better align insights with business outcomes, and ensure our team remains ahead of emerging trends. This is not just a learning opportunity—it's a chance to accelerate the impact of our work across the business.

**Here's how this event directly supports our goals:**

- **Turn Insights into Business Impact:** I'll gain new frameworks and case studies on how to translate research into actionable strategies that drive stronger ROI.
- **Advance Our Tech Fluency:** Sessions will explore how to apply AI, automation, and behavioral science to modernize our methodologies while keeping the human element at the core.
- **Benchmark with Industry Leaders:** I'll connect with senior insights professionals from leading brands to uncover innovative approaches we can apply immediately.
- **Upskill for the Future:** With a focus on the next evolution of insights capabilities, TMRE will help me sharpen high-impact skills that will benefit both our team and the broader organization.

The cost breakout would be:

Conference Pass:	\$xxx
Transportation:	\$xxx
Hotel:	\$xxx
TOTAL	\$xxx

If approved, I'll share key takeaways that can immediately enhance our insights practice and contribute to our strategic initiatives. The knowledge gained at TMRE will deliver value well beyond the initial investment.

Thank you for considering my request.

Sincerely,