Dear [Boss's Name],

I’d like to request your approval to attend Analytic Partners’ [NorthStar Connect](https://northstar.events/), which will be held at the [Scottsdale Resort & Spa](https://www.thescottsdaleresort.com/) from September 17-19, 2025.

This exclusive, closed-door event is highly esteemed and focuses on how top brands are utilizing commercial analytics to enhance business returns, working across marketing, finance, sales, and operations.

The knowledge I will gain from the sessions and networking opportunities will directly benefit our team and current programs – particularly [mention any specific projects or areas of interest]. This includes valuable insights into the latest trends and innovations in our field, such as:

* **Facilitating sustainable business growth through data-driven decisioning.**
* **Unifying teams and driving adoption for company-wide impact.**
* **Creating value through a strategic approach to measurement, enabling better alignment with Finance.**
* **Leveraging the latest insights from commercial analytics to enhance agile and accurate decision-making.**

**Here are a few more important details about NorthStar Connect:**

* I will hear from leading experts in measurement and analytics, such as former Forrester and Gartner analysts Tina Moffett and Jason McNellis, along with other leaders from Analytic Partners and speakers from top global brands. Previous years featured companies like Hilton, Kroger, Levi Strauss & Co., Hill’s Pet, and Tailored Brands.
* The agenda is filled with opportunities, including masterclasses, engaging networking sessions, and more.
* I can work on strengthening our marketing and analytics community. Other professionals like me attend NorthStar Connect from a diverse range of companies and industries, with whom I can build a strong and valuable network for collaboration.

**Here’s the approximate breakdown of costs for me to attend:**

|  |  |
| --- | --- |
| General Admission: | Free |
| Hotel: | $X |
| Airfare: | $X |
| Other Travel Expenses: | $X |
| **Total:** | **$X** |

And, of course, I’ll ensure minimal disruption to our workflow during my absence.

I hope you agree that this presents a great opportunity for me to bring back new ideas and relevant insights that will ultimately benefit our organization. Please let me know if you have any questions or want to discuss them further.

Best regards,