**The letter below can serve as a formal request to gain approval to attend ABA Annual Convention. Feel free to personalize it to fit your business case and your recipient. It can also be referenced for talking points in a discussion with your manager about this opportunity.**

Dear [Approver Name],

I’m reaching out to request your approval to attend ABA Annual Convention, a national gathering of C-suite and emerging leaders from banks of all sizes. This year, it’s taking place October 19-21 in Charlotte, NC — making this a unique opportunity to explore the future of the banking industry in its second-largest American hub.

The Annual Convention is where bank leaders and their teams convene to optimize profitability, leadership and customer experience needs. Attending will be critical to achieving [add bank initiative here].

Programming at ABA Annual Convention will help us:

* Adopt strategies to remain agile, embrace disruptions and fuel growth in ways we have yet to explore.
* Find innovative strategies tailored to our bank’s specific needs, based on insights from experts.
* Put our connections to strategic use through peer exchanges and benchmarking opportunities.

We’ll benefit from early-bird savings if we register before August 1. If we register as a team, we’ll save even more while maximizing our ROI. We can register at aba.com/Annual.

I believe that my attendance at ABA Annual Convention will be critical to helping everyone at the bank function at a higher level. I hope you agree — and I look forward to your decision. Thank you for your consideration!

Sincerely,
[Your Name]