



Dear <<insert name>>,

I would like your approval to attend **Leadercast 2021 SHIFT** taking place **August 11, at the Fifth Third Arena in Cincinnati, Ohio**. Leadercast is the premier conference for helping professionals become "Leaders Worth Following."

For more than 20 years, Leadercast has been a trusted resource for over 1 million people, 3,000 host sites and hundreds of enterprises worldwide, and it's coming to Cincinnati for the very first time.

This year's Leadercast event focuses on *modern lessons in leadership* shared by thought leaders who have experienced disruptions in their businesses, and how they have "shifted" and made their organizations and countless lives better as a result.

I will have the opportunity to learn about important topics and actionable ideas that are directly applicable to my role and current projects, such as:

- Leading through Change and Uncertainty
- Conscious Leadership
- Motivation
- Diversity, Equity and Inclusion
- Building a Life of Purpose, Passion and Impact
- Entrepreneurial Thinking and Paths to Success

After the conference, I will be able to share the learnings with the rest of our team, so that we can become the fearless and innovative leaders that will take our organization into the future.

I am seeking approval for the registration and (if applicable) travel fees. If I register now, I will receive discounted rates. Here is a breakdown of the conference costs:

- Conference Pass: "Type of Pass" will determine cost
- Airfare or transportation (if any):
- Hotel (if any):
- Meals (if any):
- Total cost: \$XXXX

Complete information on the conference is available at [www.leadercast.com/shift](http://www.leadercast.com/shift). This opportunity for professional growth and networking with leaders from some of the top companies in the city, makes this a great investment for our group. I hope you will see the value of this event. I'd like to sign up today.

Thanks for your consideration,  
<<Your Name>>