**Copy-writing for new Convince Your Boss Letter**

**Promotional Module on Registration page:**

**Convince your boss**

Our template makes it easy   
to justify going to **Gartner Enterprise Risk, Audit & Compliance Conference 2025**

**[Button: Get your letter –>]**

[mock-up on reg page](https://www-preview.gartner.com/en/conferences/dev-test-area-newvis/authoring-test/data-analytics-us/register) (need to be on the VPN)

**Downloadable Word Doc**

**Subject:** Approval request: Attendance at Gartner Enterprise Risk, Audit & Compliance Conference 2025, September 8 – 9, in Grapevine, TX.

Hi [NAME],

I’m writing to express my interest in attending [**Gartner Enterprise Risk, Audit & Compliance Conference 2025, September 8 – 9, in Grapevine, TX.**](https://www.gartner.com/en/conferences/na/enterprise-risk-audit-compliance-us)

This experience would be incredibly beneficial for our team and organization, and it would directly enhance my role as [INSERT ROLE]. It's a chance to step away from the usual routine, engage with industry leaders and Gartner experts one-on-one to gain the clarity we need to advance our strategic goals.

Networking opportunities will allow me to validate and de-risk our strategies with peers and connecting with innovative solution providers will help me demo the latest tech and assess options based on our goals.

Here’s a quick look at how a few of the sessions align with what we’re working on:

**Your Initiative 1**

* Session/Track 1
* Session/Track 2

**Your Initiative 2**

* Session/Track 1
* Session/Track 2

**Your Initiative 3**

* Session/Track 1
* Session/Track 2

After the conference, I plan to share a detailed summary of key take-aways, best practices and action plans to tackle our team’s critical priorities.

Here’s what past attendees have said:

*“Attending the Gartner conference offered a unique chance to learn from industry leaders and network with professionals, making it essential for those serious on staying ahead.”*

***2024 Gartner Conference Attendee***

*“Gartner conferences have proved invaluable to myself and my team. The insights are applied immediately and Gartner support, guidance and knowledge continues to deliver to the whole team — not just the team that attends the conference.”*

***2024 Gartner Conference Attendee***

## **Pricing**

The conference pass costs $4,200but the rate \_\_\_\_\_\_\_\_

[Insert one of the following options]

* Option A: can be reduced by applying a prepaid Gartner ticket(s).
* Option B: can be significantly reduced by registering through a Gartner account representative.
* Option C: for public-sector organizations, is discounted to $3,500.
* Option D: is currently being offered at early bird pricing and is discounted to $3,700until July 11, 2025.

If you have any questions or need more info, just let me know. You can also take a look at [**Gartner Enterprise Risk, Audit & Compliance Conference**](https://www.gartner.com/en/conferences/na/enterprise-risk-audit-compliance-us) website for more details. **It’d be great to hear back from you by [DATE] so I can lock in the best travel and hotel rates.**

Thanks for considering this and looking forward to your thoughts.

Best,  
[Name]