Sample cover memo requesting employer support to attend the 2014 Chicago PetPoint Summit

Please note: The information provided is only an example to assist you in developing your own proposal for requesting to attend the 2014 Chicago PetPoint Summit.

To: [*Insert Supervisor Name and Title]*

Date: [*Insert Date]*

From: [*Insert Your Name and Title]*

Re: 2014 Chicago PetPoint Summit

I am writing to request financial support to attend the 2014 Chicago PetPoint Summit being held September 21-23, 2014.

There are many areas of the 2014 Chicago PetPoint Summit that will be valuable to our organization. The Summit provides attendees with more than 45 sessions to learn how to improve efficiency and save time through setup and entry tips that will mean working smarter not harder. The Summit will include demonstrations of existing modules and new services that can help organizations improve and expand their use of PetPoint to their full advantage. The Summit offers high-quality, interactive sessions, keynotes from experts in both medical and behavior, networking opportunities, and an opportunity to meet with the Pethealth family of partners to learn about products and savings for PetPoint clients. It will also showcase ways of generating revenue thru such things as the virtual store.

The interactive sessions cover topics including setup, intakes, outcomes, medical setup and entry, Enterprise functionality, reports, utilities, retail inventory, clinic services, advanced licensing, advanced scheduling, and more. There will be two keynote presentations with one on shelter medicine and another on optimizing PetPoint for our operations with the opportunity to meet with these experts in a small group environment. I can even meet with a PetPoint expert in individual Grill the Guru session to get answers on some of our organization's questions regarding PetPoint. I see value in attending these sessions: *[insert names and descriptions of topics relevant to your organization and its mission, goals, strategic business plan, etc.]*

The knowledge and skills I gain through these sessions and the people who I meet through the networking opportunities will be of great benefit to *[insert organization name]*. This experience will help me perform my job more effectively and the resources that I gather can be shared with my colleagues, as all 2014 Chicago PetPoint Summit attendees receive online access to all the presentations.

The cost of registration is $50 *[if you register by May 31, 2013 or it is $75 after that]* and includes all sessions, access to the vendor tables, dinner Saturday night, breakfast, lunch, and refreshment breaks on Sunday and Monday. Travel and accommodations are extra.

Thank you for considering my attendance at this important conference.

Sincerely,
[Insert your signature]