

Subject: Request for Approval to Attend Association 201

Dear [Boss's Name],

I'd like to request your approval to attend **Association 201**, a virtual professional development program hosted by Association Forum. This immersive course is designed for mid-level association professionals and focuses on mastering essential skills that drive innovation, leadership, and strategic impact in today's evolving workplace.

Here are five key reasons why I believe this is a smart investment:

1. **Future-Proof Skills** – The course is grounded in the 2024 Essential Skills Study and equips participants with high-impact competencies like intrapreneurship, data-driven decision-making, and emerging tech fluency.
2. **Leadership Development** – I'll gain tools to strengthen my leadership style, influence, and ability to drive change—skills that directly support our team's goals.
3. **Strategic Thinking** – The program emphasizes critical thinking and analytics, helping me make smarter, more strategic decisions in my role.
4. **Relationship-Building** – I'll learn techniques to enhance collaboration across teams and with external stakeholders, improving our organizational outcomes.
5. **Professional Certification** – The course offers **5.67 CAE credits**, supporting my progress toward the Certified Association Executive (CAE) credential.

The registration fee is **\$465 for members** (or \$655 for nonmembers), and the program is delivered virtually over two half-day sessions. I'm confident that the insights and skills I gain will translate into stronger performance and greater value for our organization.

Thank you for considering this request. I'd be happy to share more details or discuss how this aligns with our strategic priorities.

Sincerely and in gratitude,