<Date>

Dear <Principal>:

I am interested in attending Cardinal Path’s Google Adwords & Google Analytics training in <CITY> the week of <DATE>. Cardinal Path is the leading global provider of Digital Marketing and Digital Analytics training.

By taking this training, I will acquire advanced skills and mastery of the latest Digital Marketing and Analytics tools and trends through hands on exercises and engagement with industry experts. This is really going to elevate our ability to manage our costs and time.

I am seeking approval for the registration fee, travel expenses to the training and minimal food expenses during the training days.

The detailed cost breakdown is listed below.

<You will need to insert your travel cost numbers in here>

Airfare:

Transportation:

Hotel:

Meals (note that they are providing breakfast and lunch every day of training):

Training Registration Fee:

Total training cost of \_\_\_\_\_\_.

The knowledge that I will gain at this training will more than outweigh the expense listed above as it will be immediately applicable to our Digital Marketing and Analytics Campaigns. Upon my return from the AdWords training I will be able to quickly identify opportunities to optimize our Paid Search Campaign, driving more traffic to our site at a lower cost. The Digital Analytics training will help me improve our data collection process which in turn will lead to valuable insight into the effectiveness of our Online Marketing initiatives across the board.

My training at CPTA will allow me to build important skills and strategies that will lead to an improved Digital Marketing and Digital Intelligence Strategy. I will be able to save us time, money and resources.

I look forward to your response.

Please approve by:

Sincerely,