**“Avaya Technology Forum 2016: why should I attend the event?”**

*The format of this document allows you to make the changes you want according to your specific needs.*

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Subject: Registration to Avaya Technology Forum (ATF) 2016 Orlando

Dear xxxx

I wish to put in a request to attend the Avaya Technology Forum 2016 in Orlando, which will take place from 5th to 7th April 2016. Based on our current business needs, it’s my belief that by attending ATF, I can gain the insights and expertise I need to help increase our operational excellence, improve productivity and create innovative differentiation.

In addition this event can help me forge valuable relationships with those that are responsible for building and designing new and innovative communications solutions. It will also provide me with in-depth education/training on emerging technologies and communication trends. Last but not least ATF will offer me tremendous opportunity to discuss with my peers the specific IT challenges we are currently facing.

Therefore at a time when training/travel budgets are under increased scrutiny, I firmly believe that ATF 2016 is worthy of the investment and can help me towards helping us meet our own company and career goals.

The registration fee is $495. In addition to the registration fee, the other costs that need to be taken into consideration are:

* Transportation: *(please add costs here)*
* Hotel Accommodations: $189/night *(note that this is the Avaya preferential rate for ATF attendees at the Buena Vista Palace)*
* Expenses: *(please add costs here)*

For more details you can refer to the event website <https://news.avaya.com/usa-fy16q1-atf-ev-index>

Many thanks for your consideration and looking forward to your feedback.