**“Avaya Technology Forum 2015: 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) 2015 Dubai

Dear xxxx

I wish to put in a request to attend the Avaya Technology Forum 2015 in Dubai which will take place from 30th March till April 1st 2015. 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 I firmly believe that ATF 2015 is worthy of the investment and can help me towards helping us meet our own company and career goals.

The registration fee is currently $475. In addition to the registration fee, the other costs that need to be taken into consideration are:

* Transports: *(please add costs here)*
* Hotel Accommodations: *(please add costs here, note that you can get preferential rates at our preferred hotel.*)
* Expenses: *(please add costs here)*

For more details you can refer to the event website xxxxx

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