Feel free to use the below copy to ask for approval to attend Automation Nation in Tampa, Florida. Simply fill in the blanks or make it your own!

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Dear [Boss's Name]:

I would like to propose an opportunity that I believe will yield significant gains to our team and business: attending Automation Nation 2024. This event will equip our MSP with hands on training and deep expertise on a modern automation platform we can implement inhouse, and eventually implement for our clients.

This platform is powered by Asio and includes Sidekick (AI), RPA scripting, pre-packaged RPA bots, and Workflow Design/Orchestration. **Here's how we stand to benefit:**

1. **STAY AHEAD WITH AI**

   - Alignment with MSP-focused, AI-driven modern automation platforms will enable us to stay relevant in a rapidly changing technology and business environment.
   - We will be better positioned to deliver AI-driven efficiencies internally, and improved experiences externally to clients.

2. **BOOST EFFICIENCY AND SERVICE**

   - Implementing a modern automation stack will measurably improve our labor efficiency, service delivery capabilities, client retention, and add to the bottom line.
   - KPIs such as number of tickets needing human touch, ticket resolution times, and endpoints managed per technician will show significant improvements.
   - We will spend less time on mundane tasks and instead be able to focus on customer engagement and outcomes

3. **LEARN AND CONNECT**

   - Access to a broad knowledge base, and in-person and virtual community of peers and experts will upskill, motivate, and help retain/attract talent.
   - Hands-on training and expert networking will enable technicians to come back and start implementing automation from day 1.
   - Certification/badging from Automation Nation technical deep dives will serve to motivate our technicians and provide a highly desired and future-proof talent pool in-house.

4. **GROW THE BUSINESS**

   - Expansion of our service delivery line card by delivering automation to our clients will drive future growth and new revenue streams.
   - Trained techs will serve as highly credible automation advisors to our clients and be a valuable resource during pre- and post-sales activities for our sales and support teams.

What will it cost? (approximation)

Airfare	$300
Transportation (roundtrip cab from airport to hotel)	$60
Three nights hotel accommodations	$897
Conference registration	$450
Total	**$1,707**

Automation Nation 2024 represents a strategic opportunity to advance our capabilities, enhance our market position and drive future growth. I believe our participation is crucial for leveraging these potential gains.

Thank you for considering this proposal. I am eager to discuss further how this event aligns with our business goals and strategies.

Best regards,
[Your Name]