Dear [Name],

I'm requesting approval to attend the Women in Retail Leadership Summit (WIRLS), hosted by Women in Retail Leadership Circle, taking place April 26-28, 2027 at the JW Marriott Orlando, Grande Lakes.

WIRLS brings together 700-plus senior retail executives and industry leaders for three days of networking, professional development, and actionable insights focused on leadership, innovation, and business strategy. Attending would provide meaningful value to both my role and our organization.

Expand Our Industry Network
The Summit attracts leaders from many of the retail industry's most recognized companies, including Target, Apple, American Eagle Outfitters, CVS Health, Dick's Sporting Goods, Fanatics, Ralph Lauren, Patagonia, and others. Building relationships with peers and industry leaders can create opportunities for partnerships and new perspectives that support our business priorities. Having a presence at this event also helps ensure we stay connected to the conversations shaping the future of retail.

Bring Back Actionable Insights
WIRLS features senior executives, founders, and thought leaders sharing practical perspectives on retail innovation, leadership, business strategy, among other topics . I'll prioritize sessions most relevant to our strategic road map and focus on ideas and approaches we can apply directly to our work.

Extend the Value Beyond the Event
Within one week of the Summit, I will share a concise recap of key takeaways, identify **two to three ideas or initiatives we could put into practice**, and distribute relevant notes and resources to the team. I'll also schedule a debrief to discuss opportunities and recommend next steps.

Investment and Return
A standard Summit pass is valued at $3,800, with pricing varying by registration type and registration date. Upon approval, I will secure the best available rate and book travel within company policy. Registration includes access to keynotes, breakout sessions, workshops, and networking events.

The combination of new executive relationships, practical business insights, and professional development makes WIRLS a strong investment with value that can extend well beyond the three-day event.

Thank you for your consideration.

Best regards,

[Your Name]