

Dear [Name],

I am writing to request approval to attend the [Women in Retail Leadership Summit](#) (WIRLS), hosted by [Women in Retail Leadership Circle](#). This event, taking place April 28-30 at the Ritz-Carlton on Amelia Island, is the premier gathering of women leaders in the retail industry. It offers unparalleled opportunities to network with industry peers, gain actionable insights from top speakers, and participate in professional development workshops designed to enhance leadership skills and strategic thinking.

Here's why my attendance at WIRLS will significantly benefit both my role and our organization:

Networking

At WIRLS, I'll have the invaluable opportunity to connect with 600-plus top female executives and thought leaders in retail. Networking at an event of this caliber is crucial, as it allows us to build relationships with decision-makers from industry-leading companies such as *Ace Hardware, American Eagle Outfitters, Apple, Ashley Furniture, Build-A-Bear Workshop, Callaway Golf, Carhartt, Chewy, CVS Health, Fanatics, Floor & Décor, Foot Locker, Lands' End, Meijer, Milani Cosmetics, PacSun, QVC, Ralph Lauren, Saks OFF 5th, Signet Jewelers, Vera Bradley, and Zumiez.*

These connections can lead to valuable partnerships, collaborative opportunities, and insights into emerging trends that can directly benefit our company. It's essential that we have a presence at this event to engage with these leaders and ensure we remain at the forefront of the retail industry.

Learning and Professional Development

The Summit features a lineup of world-class speakers and interactive sessions covering topics such as business strategy, retail innovation, leadership, and customer experience. WIRLS speakers include *Sandra Campos, CEO and president, PetMeds; Paula Schneider, CEO and president, Susan G. Komen; Kecia Caffie, president, Zales, Signet Jewelers; and Kristen D'Arcy, chief marketing officer, True Religion*, just to name a few. These sessions will equip me with insights needed to address current challenges and capitalize on emerging opportunities.

Tangible Benefits for Our Organization

The actionable insights and best practices I'll bring back from WIRLS can help improve our team's effectiveness and align our strategies with industry-leading practices. I'll also share a detailed post-event report with key takeaways and recommendations to ensure our entire team benefits from my attendance.

Investment and Return

The cost to attend WIRLS is \$3,295 for nonmembers and \$2,595 for members. I've been gifted a \$500 savings due to my status in our organization, which includes access to all sessions, workshops, networking opportunities, and much more. Given the event's proven track record of delivering results — including improved leadership skills, increased optimism, and strengthened professional networks — I am confident this investment will yield significant returns for both my personal growth and our organization's success.

If approved, I will handle the registration process and coordinate travel arrangements to ensure minimal disruption to my responsibilities. After the Summit, I'd be happy to schedule a debriefing session to share key insights and discuss how they can be implemented within our organization.

Thank you for your consideration.

Best regards,

[Your Name]