

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 27-29 at the JW Marriott Miami Turnberry Resort. WIRLS is a premier gathering of women leaders in retail, offering unparalleled networking, actionable insights from top speakers, and hands-on professional development to elevate leadership and strategic impact.

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

Networking

I'll connect with 700-plus senior retail executives and thought leaders. Examples of companies represented in prior years include *Ace Hardware, American Eagle Outfitters, Apple, Ashley Furniture, Build-A-Bear Workshop, Callaway Golf, Carhartt, Chewy, CVS Health, Dick's Sporting Goods, Fanatics, Floor & Décor, Lands' End, Meijer, Milani Cosmetics, PacSun, Patagonia, QVC Group, Ralph Lauren, Saks OFF 5th, Signet Jewelers, Target, Vera Bradley, and Zumiez*. These conversations can open doors to partnerships, benchmarking, and trend insights that translate directly to our priorities.

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 world-class speakers and interactive sessions on business strategy, retail innovation, leadership, and customer experience. Past speakers have included *Kecia Caffie, president, Zales, Signet Jewelers; Kristen D'Arcy, chief marketing officer, True Religion; Michelle Wlazlo, brand CEO, JCPenney, Catalyst Brands; and Rebecca Minkoff, founder, Rebecca Minkoff and Female Founder Collective*, just to name a few. I'll focus on sessions most relevant to our road map and bring back practical playbooks.

Tangible Benefits for Our Organization

I will synthesize key takeaways into a concise post-event report within one week, highlight two to three initiatives we can pilot immediately, and share notes/toolkits with the team to amplify value beyond my attendance.

Investment and Return

WIRLS pricing varies by registration type and timing. A standard pass is valued at \$3,495. Upon approval, I will secure the best available rate and book travel within policy. The pass includes access to all keynotes, breakouts, workshops, and networking events. Given the event's track record — stronger leadership capabilities, fresh growth ideas, and expanded executive networks — I'm confident this investment will yield measurable returns for our team and the business.

If approved, I'll complete registration and coordinate travel to minimize disruption to my responsibilities. After the Summit, I'll schedule a debrief to align on next steps.

Thank you for your consideration.

Best regards,

[Your Name]