**Subject:** Upcoming Professional Development Opportunity at the 2023 LMA Annual Conference

Hi **[Insert Name],**

I am interested in attending the 2023 LMA Annual Conference, held April 24-26 in Hollywood, FL. I have outlined below the direct business benefits to the firm as well as how attending would positively impact my professional growth. If you have any questions, please let me know, and I will be able to provide additional information.

The LMA Annual Conference is the largest and most important gathering of legal marketing and business development professionals and an opportunity for me to learn from thought leaders in this space. The event attracts nearly 1,000 legal marketers — from CMOs to specialists — from law firms of all sizes.

This year's event is especially important as our law firm continues to successfully advance and look for new ways of attracting and retaining business. No other conference provides the same high-caliber, actionable education that legal marketers like me need to succeed.

I've also outlined some of the business opportunities our firm has and how this conference can help us find actionable solutions. After the conference, I will provide you and the team with a full conference summary outlining the lessons I learned and my recommendations for how we can implement them.

**[Insert benefits identified in step 2 or specific sessions or topics offered that are most relevant to your firm.]**

The specific benefits to our firm resulting from my attendance at this year’s annual conference are substantial, making this an appropriate use of our professional development budget and my time. Group rates are also available and a great opportunity for more of our colleagues to participate in this timely content at a fraction of the cost.

I appreciate your consideration of my request. If you would like to discuss this further, please let me know.

Sincerely,

**[Insert Your Name]**