FROM: [your name]

TO: [your supervisor’s name]

SUBJECT: Vendor Enablement Opportunity – KnowBe4’s KB4-CON 2023

I would like to attend the KB4-CON conference hosted by our vendor partner KnowBe4, from April 24-26, 2023 in Orlando, FL. The conference is three days packed with educational training sessions, cybersecurity best practices and thought leadership, and invaluable networking with our vendor team. The conference will not only benefit me as an employee, but will also provide me with tangible takeaways for our entire team on how to better leverage our partnership. Now that the full schedule of sessions is released, we can go over the list together to determine which ones will benefit the company most.

Costs:

* Registration: $99
* Hotel: $234 USD per night, plus 14.5% tax & other applicable fees
* Travel: [Estimated from (your location) to Orlando International Airport/MCO]
* Meals: included at conference, minus travel days and additional meals as needed

Summary of Benefits for [your company]:

With the current threat landscape, all of our customers are talking about the need for security awareness. This conference is a small investment in empowering us to have more impactful conversations with our customers. The sessions will provide me with more knowledge of the current security trends and stay up-to-date on all the resources KnowBe4 provides its partners. This will enable us to accelerate our KnowBe4 business and boost our trusted advisor status with our clients.

Thank you for considering my request. If I’m able to attend, I think you and I will both find that this was an extremely worthwhile investment and one that we may consider repeating as we grow our KnowBe4 business.

Thank you!

[your name]