FROM: [your name]

TO: [your supervisor’s name]

**SUBJECT: Vendor Enablement Opportunity – KnowBe4’s KB4-CON 2024**

I’m writing to request your approval to attend KB4-CON 2024 hosted by our vendor partner KnowBe4. The conference will take place at the Gaylord Palms Resort & Convention Center in Orlando, Florida from March 4-6, 2024.

Why KB4-CON? 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 actionable takeaways for our entire team on how to better leverage our partnership.

**During this conference, I will:**

* Learn how to better help our customers create and foster a security culture and have more impactful conversations about their maturity.
* Hear directly from KnowBe4’s Leadership team about where the company is going and what's on the roadmap for KnowBe4 products and partner programs!
* Stay up-to-day on current security trends and the threats our customers are facing.
* Connect in person with KnowBe4 colleagues and product experts through interactive booths, talks, engaging networking sessions, and more.
* Dive into breakout sessions facilitated by thought leaders I can actively engage with—like KnowBe4 Security Awareness Advocates, channel leaders and industry experts who have prior professional experience working in a variety of different verticals.
* Network with a security-focused community of customers and partners—KB4-CON is attended by other security professionals, from a wide variety of companies around the world and industries, so I will be able to create a robust, useful network for collaboration, potential partnerships, and more.

**Here’s the approximate breakdown of costs for me to attend:**

|  |  |
| --- | --- |
| Conference Registration | $199  |
| 2 Nights at the Gaylord Palms | ~$750 |
| Travel/Flights to/from Orlando  | ~$350 |
| Meals | Included minus travel days and additional meals as needed |
| **TOTAL:** | **~$1300** |

I hope you agree that this will be a great opportunity for me to bring back new ideas and methods that will ultimately benefit our customers and help accelerate our security business. Upon my return, I will be ready to share key action items, including practices we can start to implement immediately.

Thank you for your consideration! [your name]