

MEMO

To:

From:

Date:

Subject: Request to Attend the Women in Retail Leadership Summit

I've been invited to attend the [Women in Retail Leadership Summit](#), which is taking place April 29-May 1, 2019 in Miami. This conference was designed specifically for women in leadership positions at retail companies to network, learn from each other and improve business practices.

Attending this conference will elevate my leadership skills, expand my business network, and ultimately benefit our organization. Below is a breakdown of benefits.

Powerful Content

Each year, the Summit's agenda is packed with passionate presentations from top women leaders. The program is focused on trending leadership strategies, the latest retail best practices, and more! Past speakers include Jan Singer, CEO, Victoria's Secret; Federica Marchionni, Former CEO, Lands' End; Shelley Broader, President and CEO, Chico's FAS; Cindy DiPietrantonio, President, Alex and Ani; Sharon Price John, CEO, Build-A-Bear Workshop.

Connections and Relationship Building

More than 400 female retail executives attend the Women in Retail Leadership Summit annually. I will also have a chance to connect with retail service providers that offer solutions which can ultimately benefit our organization. The best part of this conference is that it's a boutique event for high-level executives, so you can really get to know people and ask the tough questions.

Idea Sharing

Attendees are grouped by job function and share ideas, ask questions and discuss best practices. Between the in-the-trenches sessions, lively and interactive roundtable discussions, and networking receptions, the Women in Retail Leadership Summit is an intimate event buoyed by great conversations and easy access to speakers and fellow attendees.

A Sound Investment in Our Organization

The cost is \$2,350, which includes a two-night hotel stay as well as breakfasts, lunches, some dinners and an airport transfer. I truly believe by attending the Women in Retail Leadership Summit that I will return a better leader and bring back valuable insight to our team.

Please feel free to visit the Women in Retail Leadership Summit's [website](#) to dive deeper into the Summit experience. I would love to take advantage of this opportunity, and appreciate your consideration.

All my best,