Dear [Leader Name],

I'd like to attend the upcoming Disney Data & Analytics Conference (DDAC), August 15 – August 17, 2022, at Disney’s Coronado Springs Resort in Orlando, Florida.

**Event Summary:**

DDAC brings together executives, managers, and analysts representing over hundreds of companies and universities, plus all segments of The Walt Disney Company, including Disney Parks, Experiences & Products, Disney Media & Entertainment Distribution, and the Content Groups: Studios, General Entertainment and ESPN & Sports. Attendees represent an array of analytic disciplines including Revenue Management, Pricing, Forecasting, Marketing Analytics, CRM, Finance, Research, Technology, Data Management, and Decision Science.

By attending DDAC, I’ll be able to:

* **Learn:** DDAC keynotes & sessions are led by some of the top leaders in the industry. This is an opportunity to learn from their years of real-world experience.
* **Discover:** Learn the latest trends and techniques in analytical tool development, scientific approaches, and extracting value from data.
* **Network:** Engage with professionals across an array of industries and academia at the conference social events; all sprinkled with a touch of Disney magic!
* **Solution:** Identify practical solutions to complex business problems regardless of industry. Attendees will leave with specific skills, best practices, and strategies that can be put to work immediately.

**Cost Breakdown:**

* Conference Registration: $2,599
* Venue Hotel Rate (single/double occupancy): $199 per night (Standard Room) |$249 per night (Tower Standard Room)
* Estimated Airfare: $500
* Estimated Incidentals and Ground Transportation: $250

I anticipate being able to apply the learnings from this conference to my following projects:

* [List Projects]

Please let me know if you approve me attending this event so I can book my registration and set up travel arrangements. You can learn more about the conference at [www.disneydataconference.com](http://www.disneydataconference.com).

Thanks for your consideration,

[Your Name]