Dear [Leader Name],

I'd like to attend the upcoming Disney Data & Analytics Conference (DDAC), September 9 to 11, 2024, at Disney’s Coronado Springs Resort in Orlando, Florida.

**Event Summary:**

DDAC brings together executives, managers and analysts representing hundreds of companies and universities, plus all segments of The Walt Disney Company, including Disney Experiences, Disney Entertainment, and ESPN. 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: $2,749
* Venue Hotel Rate (single/double occupancy): $220 plus tax per night (Standard Room) |$270 plus tax 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 of 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]