



Convince Your Boss

We understand that most managers will be worried about how useful this bootcamp is going to be and the return on investment they will receive. Don't worry, we have your back! Here is a request letter that says exactly why your company should send you to this bootcamp!

Manager Email

Dear {boss},

The Marketo Admin Bootcamp is a 5-day intensive workshop for advanced Marketo users. It will dive into best practices and tactics to make me the best Marketo administrator for {company}. The educational content, networking, and professional development this bootcamp provides is top-notch. My participation is critical to bring new ideas and approaches to our organization. I am requesting approval to attend.

The bootcamp is **September 11-15 in Sedona, Arizona**. In addition to new knowledge and custom consulting, our Marketo instance will be armed with best practice programs, templates, and data management/admin functions.

Here are the costs associated with attending the bootcamp:

- Airfare/Transportation: _____
- Hotel: _____
- Registration Fee: _____
- Miscellaneous: _____

This investment will pay off in a more efficient implementation of Marketo, proven solutions, new insights and ideas. It is essentially a Marketo consulting engagement since we will be walking away with lots of new goodies in our instance ready for immediate implementation.

I will walk the team through my key takeaways and recommended action items following the bootcamp. I appreciate your approval. I will work to ensure we get the full value of this opportunity.

Sincerely,

{your name}