Dear [INSERT MANAGER’S NAME],

I would like your approval to enroll in a Wisconsin School of Business Center for Professional & Executive Development program, [Chief Marketing Officer Leadership Program](https://www.uwcped.org/chief-marketing-officer-leadership-program). This program will help me further develop my marketing and strategic decision-making skills to have an immediate impact on our organization’s marketing strategy.

The Chief Marketing Officer Leadership Program is a five-day program held at the Fluno Center in Madison, WI.

With its ties to the Wisconsin School of Business and the University of Wisconsin-Madison, the Center for Professional & Executive Development provides high-quality executive education with world class instructors. I will gain skills and knowledge that will not only help me grow professionally but also help me move our organization forward.

The Chief Marketing Officer Leadership Program will give me the skills to evaluate and implement strategies for growth, analyze and harness consumer insights, and help us build a more customer-centric organization.

By attending this program, I will:

* Learn new frameworks and tools to help achieve revenue growth goals
* Be equipped to manage and harness innovation within the marketing department and across the organization
* Learn strategies to leverage artificial intelligence for audience research, content development, and more

Learning how to [INSERT INFORMATION YOU’RE EXCITED TO LEARN] will help me [INSERT NEW SKILL OR TAKEAWAY HERE].

After I complete the program, we can discuss key takeaways that we can implement within our organization. You can learn more about the program at: <https://www.uwcped.org/chief-marketing-officer-leadership-program>

I’ve broken down the approximate cost of my attendance in the Chief Marketing Officer Leadership Program:

* Travel: [INSERT AMOUNT HERE IF APPLICABLE]
* Hotel: [INSERT AMOUNT HERE IF APPLICABLE]
* Program Fee: [INSERT FEE HERE. CHECK PROGRAM PAGE FOR CURRENT PRICING.]
* Total: [ADD UP TOTAL AND INSERT HERE]

Thank you for taking the time to consider this request to help me grow as a leader at [INSERT YOUR ORGANIZATION HERE].

[INSERT YOUR NAME HERE]