

Making My Case to A[E]CCELERATE

Dear [_____] -

I'd like to attend A[E]CCELERATE, an intensive marketing primer for professionals new to the AEC industry, and I hope you'll approve this request.

A[E]CCELERATE is 12 hours of intensive, hands-on learning delivered through classroom-style training across four separate, themed sessions. We'll cover topics that are specific to new AEC marketers, like me, including a big-picture overview of the AEC industry, an A-Z on a marketer's role in getting new business (and how best to collaborate with business development leaders and seller-doers), as well as skill-building in communications, proposal management, and presentations. Additionally, I believe A[E]CCELERATE will help me reach my professional development goals of [_____, _____ and _____].

Here are some notable benefits of attending this series:

- Unlike a generic marketing conference, this 4-part training series jump-starts knowledge and skill-building specifically for marketers new to the AEC industry.
- To help minimize time out of the office, I'll attend 4 sessions over a six-week period: two weekday mornings and two weekday evenings after work.
- The program is led by some of the top marketers in the industry; and I'll have access to additional industry experts through direct Q&A sessions.
- I'll return with a summary of resources and best practices I can refer to and share.

I have broken down the registration and incidental costs. If I reserve my spot before [_____] , I will save [company name] \$[_____] off the full registration rate.

Registration Fee, including breakfast and lunch during the half-day sessions. (Note member vs. Non-member rates)	\$____
Transportation	\$____
TOTAL	\$____

You can learn more about the event and see the [full schedule](#) at the Society for Marketing Professional Services (SMPS) site, which is hosting the program.

After the program, I will take the following steps to ensure that my learning benefits the firm:

- Report/present some of the most valuable content to [_____] after the series is complete.
- Develop and share a list of action items or practices I'd like to implement.

Thanks,

[Your Name]