

Hi Dan,

I'm really interested in attending this year's TestBash conference in Manchester! TestBash is one of the world's most popular testing conferences and it would be very beneficial for me to attend. I'm supplying this business case to seek approval for a budget to cover the costs of the conference ticket, my travel, and my accommodation.

Conference details:

- [TestBash Manchester](#)
- The conference dates are **26th to 28th October** – the first day is a workshop day, the second day is the conference day and the third day is an [Open Space](#)
- The conference will be held at [The Lowry](#) in Manchester.

Conference ticket costs:

- Ticket costs = £899. This gives access to all 3 days (workshop day, conference day and the open space).

Travel and Accommodation costs:

- Travel costs = £100. This is for a return train ticket from London to Manchester, travelling up on the 25th October and returning on the 28th October.
- Accommodation costs = £300. This is for 3 night's accommodation, from the 25th October to the 28th October.

Reasons for attending:

There are many important benefits gained from attending this conference:

- There are some great talks lined up covering the following areas that are relevant to our team:
 - Exploratory Testing - This is valuable to the company because of A.
 - Psychology in testing - This is interesting to my team because of B.
 - Enhancing skills - This is important to me because of C.
 - Microservices - This is relevant to the team because of X.
 - Accessibility Testing - This is important to learn about for our users because of Y.
 - Automation - This is valuable to learn for the company because of Z.
- There's also a great selection of workshops on day 1, some of these focus on the following topics:
 - Web App Security testing - This is relevant to the team because of X.
 - API testing - This is valuable to the company because of A.
 - Rapid software testing (on test recording and reporting) - This is valuable to learn for the company because of Z.
 - Hiring and recruitment skills - This is important to me because of C.
- There are many inspirational speakers to learn from, including:
 - Anne-Marie Charrett
 - Michael Bolton
 - Richard Bradshaw

- There are also 3 evening meet ups for socialising. This will give me the opportunity to interact with the speakers and other attendees. This is extremely valuable for learning and sharing ideas.
- The Open Space being held is a fantastic opportunity to talk about relevant topics and challenges that we are facing within the company, and to learn and obtain advice from industry leaders and other testers too.

As you can see, the conference is very valuable and offers lots of learning opportunities that I would bring back into the company, Relaying the information to the team in many ways.

Sharing the knowledge:

- I would commit to writing a blog post on the talks, providing insight into the key lessons I obtain from them.
- I would commit to performing a lunchtime brown bag session to present information and replay some of the exercises from the workshops I attend.
- I would write up a 1 page newsletter to highlight my opinions of the conference detailing the things I learn and the value I've obtained from attending.

I really look forward to this opportunity. If successful with obtaining budget, I'll inform my project team and will obtain cover from my colleagues for during my attendance at the conference, so that the project is not affected.

Please let me know if you require any further info.

Thanks,

Dan

Email template from: [How To Obtain Budgets For Attending Conferences: Tips On Seeking Management Approval, From A Manager](#) article on [The Dojo](#)