



Justify Your Trip

Need to convince your boss to attend WOW Las Vegas 2025?
Use the sample letter below that can help persuade them.

Subject: Request to Attend WOW: World of Workato 2025

Hi [Manager's Name],

I'm requesting approval to attend **WOW: World of Workato 2025**, taking place August 18–20 at The Cosmopolitan in Las Vegas. This flagship event brings together AI leaders, IT innovators, product builders, and operations teams to explore how organizations are turning strategy into execution — using AI, automation, and orchestration to drive real business impact.

Here's what I'll gain:

- **Hands-on training** included in the pass (valued at \$750+), with tailored tracks in automation, AI agent building, and enterprise integration
- Access to **40+ sessions** led by practitioners and leaders from companies like **Lucid Motors, Unity, Samsara, SentinelOne, and more**
- Curated networking through **Braindate** meet-ups, designed to connect attendees with peers tackling similar challenges
- Strategic insight into how other teams are embedding intelligent workflows to improve agility, reduce costs, and accelerate outcomes

WOW delivers results:

- **94%** of past attendees said they accelerated business outcomes and strategic alignment
- **93%** gained immediately applicable insights on AI, automation, and orchestration
- **96%** made valuable connections with peers and experts
- **94%** said attending was worth the time and investment

Estimated cost:

Before July 18th:

- Conference Pass: \$595 (early bird ends July 18)
- Hotel: \$179/night + taxes and fees
- Flight: ~\$200–\$500

After July 18th:

- Conference Pass: \$895
- Hotel: \$179/night + taxes and fees
- Flight: ~\$200–\$500

If approved, I'll share a personalized session schedule in advance and a post-event recap with key takeaways, actionable learnings, and recommendations that support our goals.

Thanks for considering my request — I'm happy to discuss how this aligns with our priorities.

Best regards,
[Your Name]