Re: Request to Attend the CIA’s Wine & Beverage Summit

Dear <>:

I’m writing to request approval to attend The Culinary Institute of America’s Wine & Beverage Summit May 5-7, at The CIA at Copia, in Napa, CA. Returning for its sixth year, this annual gathering of industry professionals is designed to empower wine professionals with the essential skills and knowledge they need to fuel their professional growth and industry connections, build successful businesses, and enhance their business acumen. This year’s theme is *Business Savvy for the Wine Professional*, shining a spotlight on the pillars of people skills, profit skills, and expanding on tasting techniques and theory.

Unique to this summit, attendees have one-on-one access to distinguished summit presenters, including Master Sommeliers, Masters of Wine, Wine and Beverage Directors, CIA Faculty, and more. It’s an excellent opportunity for me to broaden my expertise, network with thought leaders, and gain tools and insights to help drive our business. Among the key takeaways, I’ll

* learn strategies to drive profitability, enhance financial acuity, and optimize business operations to achieve sustainable success;
* explore tasting techniques and theories beyond the basics to expand my sensory abilities and understanding;
* discover the art of building strong relationships, effective communication, and leadership skills to navigate the people dynamics within the wine industry;
* leave the summit armed with the business savvy necessary to excel in the wine industry.

I wanted to share this opportunity with you as soon as possible so that I can take advantage of early bird pricing **that will save our company $100 off the general registration rate**.

Upon my return, I look forward to sharing the key takeaways and conference resources and materials with members of the team. For additional information on the conference, visit ciabevpro.com.

Thank you for your consideration.

Sincerely,