

## Approval ask: Attending the PPS Spring 2025 Pricing Workshops & Conference

Dear [Name],

I am writing to formally request approval to attend the **Spring 2025 Pricing Workshops & Conference**, hosted by the **Professional Pricing Society (PPS)** in **Dallas, Texas, from May 6-9, 2025**. This event is the premier global pricing conference, bringing together leading pricing experts, industry thought leaders, and hands-on workshops designed to enhance pricing strategy, profitability, and career growth.

The sessions focus on **value-based pricing, segmentation, tariffs, change management, AI-driven pricing models, and monetization strategies**—all of which are crucial for maximizing our company's profitability. Networking with **top pricing professionals** will help me stay ahead of industry trends and **benchmark our company's pricing practices against industry leaders**.

### Cost Breakdown

Item	Early Bird Price (Until March 31, 2025)	Regular Price
<b>Conference + Two Workshops</b>	\$3,395	\$4,095
<b>Travel &amp; Lodging (Estimate)</b>	\$1,500 - \$2,500	\$1,500 - \$2,500

The **potential return on investment is substantial**, as implementing key takeaways from the event could lead to:

- ✓ **3-10% revenue increase** through better pricing strategies.
- ✓ **Fewer pricing inefficiencies**, reducing unnecessary discounting and leakage.
- ✓ **Improved pricing segmentation**, leading to optimized customer profitability.

By attending this conference, I will bring back **new pricing strategies, industry best practices, and hands-on training** that will **directly impact our company's revenue and profitability**. This is not just an educational event—it is an investment in **our company's competitive advantage** in pricing. You can find the full speaker lineup and schedule events here: <https://www.pricingsociety.com/ppsdallas25>

I would appreciate the opportunity to discuss this request further at your convenience. I am confident that my participation in this conference will yield a **positive impact on our pricing strategy, revenue, and market positioning**.

Thank you for your time and consideration,

[Your Name]