

**PRIVATE PRACTICE SUMMIT 2018 – ‘CONVINCE YOUR BOSS’ EMAIL TEMPLATE**

Dear [BOSS],

I would like to attend Private Practice Summit 2018 Las Vegas, taking place on October 12-14 in Las Vegas, NV.

This is an annual business conference and it is the premier event for physical therapy private practice owners.

The sessions are focused on real, actionable content that we can implement immediately to grow our clinic—especially [SPECIFIC AREA OF FOCUS].

I am most excited about [SESSION] with [SPEAKER of COMPANY] because I will learn how to better [SPECIFIC STRATEGY].

As the [YOUR POSITION] of [COMPANY], I plan to attend the following agenda to capitalize my time and get the most immediately useful information:

[AGENDA OR TRACK HERE]

The event will also give me a unique opportunity to connect with the most successful private practice owners and managers in the world.

The cost to attend the event includes:

Ticket cost: [COST DEPENDING ON WHEN YOU BOOK]

Travel expenses: [ESTIMATE]

Hotel: [ESTIMATE]

Meals per diem: [ESTIMATE]

Commuting costs: [ESTIMATE]

I've estimated the total budget to attend the event as [ESTIMATE].

I am confident that you will see this as a worthwhile investment. Private Practice Summit 2018 Las Vegas is an opportunity to learn the latest strategies in tactics to enhance our marketing efforts.

Best,

[YOUR NAME]

----- END OF EMAIL TEMPLATE -----