Hi [Your Manager Name],

I want to help increase the return on investment we get from our SEO, content, and organic marketing strategies by attending the annual [digital marketing conference C3](http://c3.conductor.com/) on October 28th – 29th in New York.

This year, 1250+ marketing executives, online marketers, content marketers and search specialists will gather at C3 to share the most successful earned media strategies implemented within their companies. I’ve heard that attendees consistently are better at their jobs after attending, because they can discuss their own challenges with other marketers who have already overcome them.

It’s an industry-wide event: marketing technology companies like Adobe and Marketo and agencies like Acronym send their employees and sponsor C3. Past keynote speakers have included best-selling author Seth Godin, Marketo CEO Phil Fernandez, Moz Founder Rand Fishkin, and a slew of other amazing folks. This year there are speakers from Microsoft, Google, The Economist, National Geographic, FedEx, Seer - and that’s even before the keynotes are announced.

The breakout sessions will cater to different marketing functions and industry verticals and will focus on knowledge share, problem solving, high-level marketing goals and aligning tactical SEO/content marketing strategies with business goals. There are tracks for content marketers, search professionals, and marketing execs – so it could make sense to send a few other folks as well.

Please let me know what you think.

Thanks, [Your Name]