Zilliant MindShare 2025 [April 22-24, in Austin, Texas] is the premier annual pricing event that brings together industry experts, visionaries, executives, practitioners, and partners to share market trends, explore new ideas, and provide practical, real-life stories on how to capture value across the entire pricing lifecycle.

Zilliant MindShare is more than just a conference—it’s a community of professionals committed to staying ahead in an ever-changing market. Come ready to engage, learn, and leave equipped with the knowledge and tools to elevate your business to the next level.

**Email Subject: Request for Approval to Attend Zilliant MindShare 2024**

I’m seeking your approval to attend Zilliant MindShare on April 22-24, 2024, in Austin, Texas.

As Zilliant’s annual premier pricing conference, MindShare offers invaluable opportunities to enhance my skills and knowledge through hands-on workshops, keynote sessions with industry leaders, and industry-specific breakouts. The event consistently brings together top professionals who share their real-world experiences and strategic insights into price management, price optimization, and sales intelligence initiatives.

By attending, I aim to bring back actionable insights and build strategic relationships that can drive tangible benefits for our team. The conference also features a Solutions Center, where I can explore tools and products that may help address some of our most pressing challenges in pricing, sales, and revenue management.

You can view the [event website and agenda here](https://word-edit.officeapps.live.com/we/wordeditorframe.aspx?ui=en-US&rs=en-US&wopisrc=https%3A%2F%2Fzilliant365.sharepoint.com%2Fsites%2FMarketing%2F_vti_bin%2Fwopi.ashx%2Ffiles%2F1d6c84da68ff46da825cd873c17c4b4e&wdenableroaming=1&mscc=1&hid=34A969A1-30B2-6000-F49B-22EE8F4DF080.0&uih=sharepointcom&wdlcid=en-US&jsapi=1&jsapiver=v2&corrid=745b7cbf-738e-703e-643d-459450937f99&usid=745b7cbf-738e-703e-643d-459450937f99&newsession=1&sftc=1&uihit=docaspx&muv=1&cac=1&sams=1&mtf=1&sfp=1&sdp=1&hch=1&hwfh=1&dchat=1&sc=%7B%22pmo%22%3A%22https%3A%2F%2Fzilliant365.sharepoint.com%22%2C%22pmshare%22%3Atrue%7D&ctp=LeastProtected&rct=Normal&wdorigin=Other&csc=1&instantedit=1&wopicomplete=1&wdredirectionreason=Unified_SingleFlush#).

**Key Benefits to Current Projects/Initiatives:**

* [List specific projects or initiatives where the conference would provide value]

**Estimated Costs:**

* **Registration Fee:** $795 (discounted with early bird rates or promotions)
* **Hotel:** $299/night + tax and fees (conference discount)
* **Meals:** Included in the conference
  + Breakfast: Wednesday and Thursday
  + Lunch: Tuesday, Wednesday, and Thursday
  + Evening Receptions: Tuesday and Wednesday
* **Airfare:** $500
* **Transportation (airport to hotel):** $35
* **Approximate Total:** $1,995+

To ensure our team maximizes the value of my attendance, I’ll compile a detailed report summarizing key takeaways, including actionable recommendations, and present my findings upon return.

Thank you for considering this request. Please let me know if you need additional information.

Best regards,

[Your Name]