

# evolve

OCT 14—15, 2025 | SAN DIEGO

## BOSS-READY email INSIDE

Pitching Ahrefs Evolve 2025 to your manager?  
This template does the heavy lifting—just fill in the blanks.

Subject:

# Request to Attend Ahrefs Evolve 2025 – San Diego, CA

Hi [Manager's Name],

I'd like to request approval to attend [Ahrefs Evolve 2025](#), happening October 14–15 in San Diego, with a pre-conference VIP experience on October 13.

This is Ahrefs' flagship event and its first US edition. It's designed for marketing professionals, agency leaders, and decision-makers looking to sharpen their edge in marketing, SEO, content strategy, AI, and data-driven performance. I believe attending will bring immediate value to our team—especially for [mention specific project or initiative].

## Why it's worth attending:

### ① Strategic insights, not fluff

The agenda includes practical sessions from top CMOs, SEO leaders, and performance marketers.

Topics include:

- / How AI is changing search and marketing
- / Content strategies that drive revenue, not just rankings
- / Technical SEO, CRO, and performance analytics
- / Emerging tools and frameworks we can implement right away

### ② Valuable connections

Evolve brings together **600+ attendees** from leading brands and agencies. The networking opportunities could lead to idea exchanges, partnerships, and new perspectives that benefit our work.

### ③ Real impact back at work

I'll document key learnings and share takeaways with the team through internal notes, recaps, or a short workshop. The goal is to ensure this investment translates into smarter strategies and improved outcomes.

## Estimated cost breakdown:

Conference pass (Super Early Bird)	\$699
Hotel (InterContinental San Diego, 3 nights)	~\$897
Airfare	~\$500
Meals and other expenses	~\$250
Estimated Total	~\$2,350

There's also an optional VIP ticket (\$2,999) that includes direct access to Ahrefs experts, a limited-edition swag kit, reserved seating, and a yacht mixer. If you think the added access makes sense, I'm open to going that route.

Let me know if we can set aside a few minutes to discuss. I'm confident this will be a worthwhile opportunity to elevate our work.

Thanks,  
[Your Name]