

Justify your attendance at Finalsite University 2016

*TEMPLATE FOR EMAIL/MS WORD DOCUMENT  
COPY AND PASTE INTO YOUR DOCUMENT/EMAIL*

*Subject: Request to Attend Finalsite University 2016*

Dear ***[Decision Maker Name],***

Finalsite University takes place June 20-23 at Avon Old Farms School in Avon, Connecticut. The conference offers three days of educational sessions led by experienced Finalsite staff, industry experts, and peer schools, as well as an optional one day of one-on-one support and meetings led by Finalsite’s Deployment and Client Success Teams. It is a highly anticipated conference attended by more than 350 Finalsite users around the world.

I would like to request approval to attend, as I believe it will further develop my skills in website management, marketing, and communications, as well as build knowledge and awareness about the latest innovations in the industry to help brand and develop our school’s online presence.

**Finalsite has completely re-vamped this year’s conference to be more beneficial than ever before.**

**Some of the highlights include:**

- This year, FinalsiteU is offering all new track sessions tailored to all school roles. There is a session to fit everyone’s needs, from advancement to admissions.

- I will be able to enjoy fun, outdoor activities, like a thrilling and competitive ropes course, a friendly-pick up soccer match, an unwinding yoga session, a fun trip to the brand new Dunkin’ Donuts Park to cheer on the Hartford Yard Goats, and much more! These opportunities are great for networking and chatting with other schools to see what they are up to — and are all included in the price for FinalsiteU.

- I will gain insight from renown speakers. Some new presenters this year include NAIS crisis communication consultant Jane Hulbert from The Jane Group, who will offer her knowledge on crisis management; and Rick Newberry, President of Enrollment Catalyst, who will share tips for improving enrollment and widening the admission funnel.

- Drones! We will lean why schools need a drone in a hands-on session where we will fly one around Avon’s campus. And if I register by April 15, our school will be entered to win one!

- A new “apply what you’ve learned” hands-on day, where I can take all the strategies I learned during FinalsiteU and apply them to our website with the help of the Finalsite Support Team.

**If I attend I’ll receive:**

- More than 50 sessions to choose from, and access to all presentations after the conference for our viewing. This year’s program includes presentations on several important topics for us including: online admissions and learning, responsive web design, best practices and strategies for 2016, Finalsite’s new CMS and admissions software, SEO and PPC strategies, and more.

- Presentations on key trends. I’ll have the chance to hear from Finalsite CEO Jon Moser on the future of Finalsite, their latest product releases, and what that means for our school. I’ll also have the opportunity to hear from other thought leaders and school experts from around the world.

- Opportunities for high-level networking during roundtable discussions, forums, and Finalsite client presentations. During FinalsiteU there are special events and times dedicated to networking, so I’ll have a chance to see what other schools are doing, and what we could do better.

- Virtually unlimited time for one-on-one attention from Finalsite staff in their Support Center. The Support Center runs every day of the conference, where I’ll have time to receive hands-on support, view live demos, and talk web design with Project Managers, Coders, and Designers.

- The opportunity to attend a hands-on workshop with the Support Team to apply what I’ve learned, as well as the chance to meet one-on-one with my Client Success Manager or Project Manager.

Cost of Attendance

The approximate investment for my attendance is as follows ***[complete the information as appropriate]***.

**Travel Costs**

**Travel: $*XXX*** Accommodations (4 nights at $175/night): ***[Maximum of $700 for total stay]***   
*\*Finalsite has negotiated special rates at the Hartford-Windsor Marriott. The rate for Sunday - Thursday is $175. Please adjust the number of nights and cost for total stay for your needs.*

Finalsite provides roundtrip transportation to and from the hotel for the conference. The Marriott provides roundtrip transportation for Bradley International Airport.

Breakfast, lunch, and dinner are provided June 20-22 for no additional cost. Thursday, June 23, only breakfast at the Marriott will be provided.

**Attendance Costs**

FinalsiteU Attendee + Training Workshop: $750   
*Includes all FinalsiteU sessions, trainings, and one-on-one workshop with CSM or PM, June 20-23.*

FinalsiteU Sessions Only: $650   
*Includes all FinalsiteU sessions, June 20-21.*

Total cost to attend: $***XXXX***

Payback: Our ROI

The insights gained by attending FinalsiteU 2016 will help us improve our web presence and en-sure I’m fully trained in all of Finalsite’s products.

When I return from the conference, I will compile a short presentation covering what I learned from the conference, how new software and strategies can benefit our school, and any next steps. I will also make any conference materials available to my colleagues. Thank you for your consideration.

***[Add standard sign off]***