

Justify your attendance at Finalsite’s First Annual Public School User Conference

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

*To:*

*From:*

*Subject: Finalsite’s First Annual Public School User Conference Attendance Proposal*

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

I recently received details about [Finalsite’s First Annual Public School User Conference](http://www.finalsite.com/event/first-annual-public-school-user-conference), taking place June 27-28 in Glastonbury, CT at their headquarters. Based on the content and reviews I’ve seen, I highly recommend that we send someone this year, and I am writing to get your approval.

The conference offers two full days of educational sessions led by experienced Finalsite staff. We will also have optional one-on-one support and meetings led by Finalsite’s Deployment and Client Success Teams. It is the first year they are hosting an event dedicated to public school districts like ours that will offer more personalized training.

This is the perfect opportunity for me to 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.

**When I attend, I’ll get to:**

* Hear from Finalsite CEO Jon Moser who will share how our school can keep up with changes in public education with tips on current trends. I’ll discover what learning in the future looks like and how our school can get ready with new tools and strategies.
* Learn about Finalsite’s new product releases and platform enhancements that will improve our website management.
* Meet with Finalsite staff where I’ll have time to receive hands-on support.
* Participate in evening activities in the area, such as a paint night and dinner event, to network and meet other school professionals.

Attending this conference will especially help me on these projects:

* [Enter your department or school’s project initiative here]
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**Here is an appropriate breakdown of the cost:**

Airfare/Travel: $[Enter approximate cost]

Hotel: $169.00 a night at the Hilton Garden Inn, South Glastonbury. Room must be reserved by May 27, 2017 Group rate available [here](http://hiltongardeninn.hilton.com/en/gi/groups/personalized/B/BDLGHGI-FINJUN-20170626/index.jhtml?WT.mc_id=POG) (Group Code: FINJUN)

Conference: $500

*This includes two full days of sessions, transportation to and from the hotel, breakfast, lunch, coffee, and after-hour activities.*

Total cost to attend: $[Enter approximate total]

I’m positive that the insights gained at this year’s user conference will help us with [enter a main initiative].I’d like to register for a ticket early before space fills up as seats are limited at this event. I’ll be sure share all conference presentations when available, major takeaways, tips and pictures from the conference.

Thank you for considering this request

[Add your standard sign off]