

Justify your attendance at Finalsite University Asia 2020

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

*To:*

*From:*

***Subject: Finalsite University-Asia 2020 Attendance Proposal***

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

I recently received details about FinalsiteU Asia, taking place 13-14 February at Harrow International School in Hong Kong. Based on the content and review, I highly recommend that our school participate so and I am writing to seek approval.

The conference offers two days of educational sessions led by experienced Finalsite staff, industry experts, and peer schools. We will also have optional one-on-one support and meetings led by Finalsite’s Client Success Team. Their event last year in Vietnam included over 70 school professionals and speakers from leading schools in Asia including Singapore American School and Shanghai American School.

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.

**In addition to two days of conference sessions, when I attend I’ll get to:**

* Choose from more than 20 sessions, including presentations after the conference for our viewing and to share with the team. This year’s program includes presentations on several important topics for us including: online admissions, web design best practices and strategies, inbound and product marketing, Finalsite’s new product releases and platform enhancements, SEO and PPC strategies, and more.
* Hear from Finalsite CEO Jon Moser who will share how our school can keep up with changes and tips on current trends. I’ll explore the new tools and strategies necessary to keep up with the changing face of school marketing. I’ll also have the opportunity to hear from other thought leaders and school experts from around the world.
* Participate in high-level networking during roundtable discussions, forums, and Finalsite client presentations. During FinalsiteU there are special events dedicated to networking, so I’ll have a chance to see what other schools are doing, and what we could do better.

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: The hotel rate is approximately $150/night including breakfast.

Lunch is provided both days, a welcome reception and a dinner are also included.

Attendance Costs:

FinalsiteU-Asia Super Early Bird Discounted Pricing is available before 31 October at the rate of $400, and after will rise to $500.

Finalsite Prep – a day of training prior to the main conference, is $350

*Please note, this price includes all sessions during the conference.*

Total cost to attend: $ [Enter approximate total]

I’m positive that the insights gained at this year’s conference will help us with [enter a main initiative].I’d like to register for a ticket early before the price increases. I’ll be sure to share all conference presentations when available, major takeaways, tips and photographs from the conference.

Thank you for considering this request.

[Add your standard sign off]