Hi [amazing boss],

I’m reaching out to kindly request your approval to attend the [MadWorld 2025](https://www.madcapsoftware.com/madworld-conferences/madworld-2025/#content) conference, taking place September 29 – October 1, 2025, in Denver, Colorado. While there are many conferences available, I’ve chosen this one because of its unmatched focus on content strategy, customer experience, and practical, hands-on learning. It directly aligns with the skills and knowledge our team needs to stay ahead of industry trends and tackle our current challenges.

MadWorld has a reputation as the premier conference for content strategy, customer experience, technical communication, workforce training, and learning and development professionals. Unlike large-scale, general conferences, MadWorld offers highly targeted, tool-specific sessions that address the exact technologies and workflows we use every day. The event also features hands-on workshops, breakout sessions, and a dedicated Technical Support Lounge where attendees can get 1:1 support from MadCap Software experts.

Key Benefits of Attending:

1. ***Learn From the Experts:*** Industry-leading speakers and trainers provide sessions and workshops packed with actionable insights on technical communication, training development, and learning content strategies.
2. ***Network With Your Peers:*** Attendees come from global organizations spanning small businesses to Fortune 100 companies and sectors like government, education, and corporate training. This is a chance to connect with like-minded professionals and share solutions to common challenges.
3. ***Get 1:1 Technical Support:*** Access MadCap's expert support team at the Technical Support Lounge to get specific, personalized guidance on our Flare, Central, or other MadCap tools.
4. ***Bring Back Best Practices:*** Access to all presentation materials and session recordings after the event means I can share my learnings with our team. This extends the value of the conference beyond my attendance.

Why This Matters For Us

Attending MadWorld 2025 would enable me to stay ahead of industry trends, explore strategies to improve our team’s productivity, and bring back tangible best practices for our entire department. With a growing focus on workforce training, learning and development, and technical documentation, this conference covers the full spectrum of the skills we need to drive operational excellence at *[Insert Your Company Name]*.

Cost Overview

Here’s a breakdown of the costs for my attendance. Note that registering early secures significant savings:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Conference Options** | **By February 28 (Save $1,300)** | **By April 30** **(Save $1000)** | **By June 30** **(Save $700)** | **Regular Price** |
| Main Conference (9/30-10/1) |  $1,499 |  $1,699 |  $1,899 | $2,299 |
| Advanced Workshop (9/29) |  $399 |  $499 |  $599 | $899 |
| **TOTAL** | **$1,898** |  **$2,198** |  **$2,498** | **$3,198** |

These amounts are for registration and workshops only and do not include travel or hotel. I can provide a more detailed cost breakdown, including lodging and travel expenses, if needed.

What I’ll Bring Back

In addition to the technical skills and strategic insights I’ll gain, I plan to share my key learnings with the broader team. I will compile an overview of what I’ve learned, including actionable takeaways, new best practices, and opportunities for process improvements that can be applied at *[Insert Your Company Name]*.

Here’s what past MadWorld attendees have said about their experience:

*Firstly, MadWorld makes you realize how much you can do with MadCap Software's products. Secondly, it is brilliantly run - a cut above other conferences.*

***Ellis Pratt | Cherryleaf***

*What an amazing week spending time with some of the leading experts in the technical communication field. Mad World 2023 was an awesome experience. Thank you MadCap Software for hosting MadWorld and I can’t wait until the next one!*

***Trey Smith | Honeywell***

*All I can say is that I had an incredible time at MadWorld 2023 in San Diego! I am immensely grateful for the help and advice we received from the support team, as well as to the organizers, speakers, and all the attendees who made this event such a success. Conferences like MadWorld are a perfect platform for broadening your horizons, staying updated with the latest trends, and networking with like-minded peers.*

***César D'Armas | Scantech***

I’m confident this opportunity will provide a strong return on investment, and I would love the chance to discuss it further. Please let me know if you’d like more details or have any questions.

Thank you for your consideration.

Best regards,

 \_(your name)\_