Hi [amazing boss],

I’m reaching out to 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. I have chosen this conference 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.

This event is especially relevant for us now, as Xyleme & IXIA are officially part of MadCap Software. MadWorld is the best opportunity to deepen my understanding of where the platform is headed, how it integrates with MadCap’s broader ecosystem, and how we can take full advantage of new capabilities moving forward.  
This is the leading conference for professionals in learning and development, content strategy, and workforce training who want to get more out of the tools they already use. MadWorld offers highly targeted, tool-specific sessions that address workflows we use every day.

The event also features hands-on workshops, breakout sessions, and a dedicated Technical Support Lounge. Most importantly, attendees have direct personal access to MadCap Software product experts and company leadership, which is not possible at large conferences.

Key Benefits of Attending:

1. ***Learn From the Experts:*** Industry-leading speakers and trainers share real-world use cases and actionable strategies across training development, content delivery, and learning operations—including how AI is reshaping the future of content and what it means for teams today.
2. ***Network With Your Peers:*** Attendees are 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 shared challenges.
3. ***Get 1:1 Industry Support:*** Access to MadCap's Solution Architects team at the Innovation Lounge for demos and personalized guidance on MadCap products.
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 is more than professional development—it is a strategic opportunity to future-proof our content and training operations..

By participating, I will gain early insight into emerging trends, AI-driven tools, and proven strategies used by organizations like Meta and Baxter. I will bring back actionable takeaways that can help improve our team’s efficiency, elevate the quality of our content, and support larger business goals.

This is a chance to invest in real-world solutions that will benefit our entire department—not just now, but in the long term.

Cost Overview

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Conference Options** | **By May 31**  **(Save $1000)** | **By June 30**  **(Save $700)** | **Regular Price** |
| Main Conference (9/30-10/1) | $1,699 | $1,899 | $2,299 |
| Advanced Workshop (9/29) | $499 | $599 | $899 |
| **TOTAL** | **$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 rework

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]*.

You’ll hear from industry leaders at global enterprises on how they’re tackling small tactical and large-scale content challenges, adopting AI, and transforming how teams work.

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)\_