Hi (amazing boss),

I’d like to kindly ask for your approval to attend the [MadWorld 202](https://www.madcapsoftware.com/madworld-conferences/madworld-2020/#content)1 Austin conference that takes place in Austin, Texas on March 28-31, 2021. There are many conferences out there, but I’ve picked this one because I feel that the learning presented and discussed there are exactly what our team needs to stay competitive and tackle challenges similar to the ones our organization has been facing.

MadWorld has built a strong reputation as the premier technical communication and content strategy conference in North America and Europe. Unlike mega-scale conferences which often have very broad ranging sessions in massive convention centers, MadWorld is focused particularly on highly-curated sessions focusing on the tools we use every day. They’ve been known for their strong commitment to very practical sessions and hands-on workshops. In fact, they also have a technical support lounge where users can get their questions answered from one-on-one senior level technical support members.

Additionally, networking is an enormous part of this event; the community of MadCap Software users is huge! From technical communicators and documentation managers, to learning management practitioners and content strategy experts, MadWorld provides an opportunity to hear what other colleagues are doing – or not doing for that matter – providing invaluable learning opportunities. MadWorld is the only conference where all attendees use the same products and can share best practices with hundreds of other MadCap users, across all industries and countries. In addition, the speakers are industry experts and often represent large organizations such as Visa, HP, Fitbit just to name a few.

Top Benefits of Attending:

1. ***Learn From The Experts***

All MadWorld sessions and workshops are taught by the best of the best: professional consultants, certified trainers, and industry veterans with decades upon decades of experience. This is a great opportunity for {insert your organization name} to stay ahead of the curve and learn from their years of shared experience.

1. ***Network With Your Peers***

MadWorld attendees come from organizations from all over the world, from small businesses to Fortune 100 companies and from universities to large government agencies. As an attendee, I will be able to exchange ideas, discuss strategies face-to-face, and build relationships with people who have dealt with similar challenges as {insert your organization name}.

1. ***Get One-on-One Technical Support***

Open all conference long, the MadWorld Technical Support Lounge offers access to their technical support team for one-on-one support. Any questions we have regarding our Flare projects or how a specific feature works can be answered during this time.

1. ***Bring Home Best Practices***

To maximize value and education, MadWorld delivers only the highest pedigree of speakers and sessions, and provides an environment that is engaging, welcoming and fun. At the end of the conference, all attendees will get access to each and every presentation, along with the audio recording, so we can continue our learning experience and share with the rest of the team long after the conference is over.

Summary of Costs

My projected cost for attending MadWorld 2020 Austin is included below. This estimate comprises cost for the conference and networking, and does not include travel and hotel.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item** | **By September 30 (Save $1,000)** | **By December 31 (Save $700)** | **By January 31 (Save $400)** | **Regular Price** |
| Pre-Conference (March 28) | $199 | $299 | $399 | $499 |
| Main Conference (March 29-30) | $1,899 | $1,999 | $2,099 | $2,299 |
| Advanced Workshop (March 31) | $399 | $499 | $599 | $699 |
| **TOTAL** | **$2,497** | **$2,797** | **$3,097** | **$3,497** |

MadWorld 2021 Austin is integral to my professional development. Rather than having to attend multiple events throughout the year, this one will cover the entire industry. I will bring back new ideas, best practices, and solutions that we can implement right away. Additionally, I will develop an overview of what I’ve learned and actionable takeaways for the team so that we can work together to move the department and {insert your organization name} forward.

You can find all of the conference details [here](https://www.madcapsoftware.com/madworld-conferences/madworld-2020/#content), including the schedule and speaker lineup. I couldn’t be more excited to attend this one, and I’m quite certain that it’s a good investment in training for our entire company.

Below are a couple of quotes from past attendees:

*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***

*Thank you MadCap Software for my very first MadWorld experience! I was able to take the knowledge gained during the conference and immediately implement the micro content functionality into our documentation– this is now fully in use across our publications for our customers… and looks great!*

***Kerry Williams | DA Systems***

*MadWorld is the perfect venue for anyone looking to power up their MadCap skills and their career. World-class presenters share their knowledge and give you assets that you can immediately apply to your work. The MadCap Software staff work very hard to create a relaxed, inclusive environment where attendees can connect to discuss challenges, solve problems, and share ideas. Come to MadWorld prepared to learn a lot, to meet great people, and to leave inspired.*

***Robert Thibodeau | Schneider Electric***

Yours truly \_(your name)\_,