Hi (amazing boss),

I’d like to kindly ask for your approval to attend the [MadWorld @ Home](https://www.madcapsoftware.com/madworld-conferences/madworld-2020/#content) conference that takes October 4-5, 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 learning & development 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 and hands-on sessions.

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. ***Access Sessions On-Demand***

All 40 sessions will be available for live streaming during the event dates, as well as on-demand after the event, so I will be able to watch a tremendous amount of valuable curated content at any time.

1. ***Conference App for Networking and Engagement***

MadWorld @ Home attendees will have access to the MadWorld Conference App, which offers a great way to access all of the conference content and interact with other conference attendees and MadCap Software team members.

Summary of Costs

My projected cost for attending MadWorld 2021 is included below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Conference Options** | **By March 31(Save $700)** |  **By June 30**  **(Save $550)** | **By August 31** **(Save $400)** | **Regular Price** |
| Main Conference (October 4-5) | $1,199 |  $1,299 | $1,399 | $1,499 |
| **TOTAL** | **$1,199** |  **$1,299** | **$1,399** | **$1,499** |

MadWorld 2021 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.

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***

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.

Yours Truly,

 \_(your name)\_,