

Dear <insert your manager's name>,

Have you heard about MMWCON- the Mobility and Modern Web Conference? Held at UCLA on September 14-16th, it gathers a unique mix of educators, strategic thinkers, instructional designers, researchers, and entrepreneurs who connect with their peers and engage with the most interesting mobile and future tech innovations of our time. MMWCON 2016 will feature 2 full days of pioneering sessions, followed by a day of hands-on workshops that will cover the latest trends in mobility and the modern web.

Attending MMWCON can really put our organization at an advantage. Here are three ways my participation at MMWCON 2016 will benefit <insert your organization's name>:

- Develop new tech skills, and bring those skills back to my co-workers. The hands-on workshops will ensure that my tech skills development goes deeper than merely listening to a lecture.
- Inspire innovation! Learning about the revolutionary projects being developed at other organizations will motivate our staff to think outside of the box. MMWCON has ample networking opportunities, so I will be able to have in depth discussions with my peers about these projects.
- Strengthen our mobile web presence and native apps. MMWCON has a strong focus on techniques and strategies to build up mobile friendly websites and cross platform native app strategies by tackling accessibility and usability issues across all platforms. Creating a mobile friendly website is important to search engines, so this will also help us optimize our SEO.

Many three day tech conferences can easily charge \$1,000 or more for registration. If I sign up for early-bird registration, the fee will only be \$295 NP and later registration fees are still an incredible deal, but signing up as early as possible will be the best way for us to save money.

As you can see, attending MMWCON 2016 will benefit myself professionally as well as our organization. I look forward to hearing your thoughts on my request to attend this conference.

Sincerely,

<your name>