

Dear <Insert Supervisor's Name>:

**I would like to attend the 2019 Higher Education Web Professionals Association (HighEdWeb) Annual Conference this October 13-16 in Milwaukee, Wisconsin, and I am writing to ask for your approval and support.**

The HighEdWeb Annual Conference is committed to the development of professionals who want to explore the unique issues facing digital communication at colleges and universities. Attendees — from programmers to marketers, content strategists to designers, social media managers to developers, and all team members in-between — learn from top experts and then bring that knowledge back to put it to immediate work for our own institutions. Past speakers have included some of the most well-known leaders in the higher education digital field, plus internationally-known speakers like Steve Wozniak, Scott Stratten, Kimberly Bryant, Bill Nye, and LeVar Burton.

Now in its 20th year, the HighEdWeb Annual Conference offers continuing education to fuel innovation in higher ed digital communication, and provides the practical, tactical knowledge that I need to help our organization achieve its goals. The conference offers smart, detailed sessions that address the challenges and opportunities we face every day, and provides insights and tools that will help me to improve productivity and build solutions.

**The 2019 HighEdWeb Annual Conference is the premier event for professionals working in the higher education digital space, and I need to attend.**

HighEdWeb 2019 offers an excellent value and my attendance would have many benefits, including:

- **Staying competitive with current knowledge.** At HighEdWeb 2019, I'll learn forward-thinking digital strategies via more than 100 presentations on topics such as applications development, marketing, content strategy, front-end development, programming, social media, UX/UI, accessibility and more. In addition, I'll attend lightning talk sessions, a poster session, and a world-class keynote. Some of the presentations that I plan to attend include:
  - <INSERT THE NAMES of 2-4 RELEVANT SESSIONS HERE -- SEE <http://2019.highedweb.org/schedule> FOR THE FULL PROGRAM>
- **Connection with top experts.** HighEdWeb provides opportunities to connect with top industry thinkers, representing a diverse set of professional disciplines, organizational areas, and institutions. In 2017, HighEdWeb conference attendees represented six countries, 42 U.S. states, and 350+ organizations. In addition, I also get a year of premium membership in the Higher Education Web Professionals Association with my registration. This

community is active year-round and will provide a helpful resource going forward, as we keep current with digital tools, trends, and best practices.

- **Hands-on knowledge of new products and services.** HighEdWeb 2019 features a great exhibitor floor and a valuable opportunity for me to solidify our relationship with companies with whom we already do business. Plus, I'll be able to explore other top-tier products and services that could help us achieve our digital goals.

And best of all, **HighEdWeb 2019 is a great value.** Registration fees are extremely reasonable for a conference of this caliber, and include not just four days of fantastic programming but also all conference materials (including post-conference video, audio, and visual presentation materials), daytime meals (breakfast, lunch and snacks), and evening off-site networking events. My projected cost for attending HighEdWeb 2019 is [insert estimated costs here]. This includes registration, transportation, lodging, events, and meals. And please note: if I'm able to register by July 31, I'll be able to sign up at the discounted "early-bird" registration rate.

I am confident that what I learn at HighEdWeb 2019 this October 13-16 will make a lasting difference for our organization and that I'll return from Milwaukee with plenty of new ideas and insights I can put to work right away. Please let me know if you would like additional information, or visit [2019.highedweb.org](http://2019.highedweb.org) for more details. I hope that you will grant my request and allow me to attend HighEdWeb 2019.

Thank you for considering.

<YOUR NAME>