**Subject: Soft Tech User Group 2020**

Good morning **<<Reporting Manager’s Name>>**,

Soft Tech is running a User Group Event in February 2020, and I would like to attend to bring strategies and lessons learned back to our organization.

It would be a good professional development opportunity for me to take the lead on bringing best practise in to achieve the goals in our organization and improve the quality and impact of my work.

As we consider Soft Tech a strategic partner, their team of V6 Specialists are the best qualified to understand the challenges I face, and to help identify what skills/tools are required for me to be successful in my role. I believe the content at this User Group Event will positively support my role.

Soft Tech User Group 2020 details:

**Dates:** Thursday February 6th &  
Friday February 7th, 2020

**Time:** Thursday: 7:30am – 8pm   
Friday: 7:30am – 5pm

**Location:** Ft Lauderdale, Florida, USA

**Registration fee:** USD $360 for bookings by December 10th  
(USD $450 for bookings after December 11th)

I would like to highlight my top three reasons for attending:

1. **I will gain practical skills and learn proven methods** for improving my performance, providing me with skills, knowledge, best practise and methodology to move our business plans forward.
2. **Learning from real success stories** means I will save time and money trying to figure out what will work best for us. This User Group Event will challenge my current way of thinking and will provide actionable advice and takeaways I can put into effect when I return.
3. **I will be learning from Soft Tech’s team of V6 Specialists** who are presenting at the event and there will be an opportunity to book a FREE 1-hour consultation at the event to talk through the specific challenges I’m facing with V6 now.

I also believe the User Group Event will provide an opportunity to network and interact with the developers and strategic leaders in our industry, to learn from each other’s challenges and successes, and create lasting connections.

Lastly, I believe the investment will

* Improve my performance and productivity
* Boost my knowledge skills and provide some practical tools to help me
* Inspire me to bring fresh ideas to my role

I’ve highlighted the topics on the **<<Attached Agenda>>** that I feel would be of most value to me and our organization. Please let me know if you would like to discuss these further.

I believe the User Group Event is extremely good value considering I’ll have access to and be learning from the full team of global V6 Specialists. I am sure you can see how this investment will be extremely beneficial to what we are wanting to achieve long-term as an organization.

Kind Regards,

**<<Attendee Name>>**

***Anticipated Costs:***

*Registration Fee for 2 full days - USD $360/USD $450*

*Airfare - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Travel to and from local airport - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Transfers to and from Sonesta Hotel - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Hotel accommodation at Sonesta Hotel - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Other expenses* ***<<Please State>> -*** *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Other expenses* ***<<Please State>>* -** *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Other expenses* ***<<Please State>>* -** *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

***TOTAL INVESTMENT* - *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

Approved by: **<<Reporting Manager’s Name>>** Date: ***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_