



Request For Attendance

Subject: Unlocking Growth Opportunities at MSPGeekCon 2024

Dear [Boss's Name],

I hope this finds you well and off to a productive week. I am sending this to express my strong interest in attending MSPGeekCon 2024, a conference dedicated to the growth and career development of technicians like myself. I believe that my participation in this event will not only benefit my individual skill set but also benefit our company.

MSPGeekCon also offers a unique opportunity to learn about the latest trends and advancements. The conference's four tracks – People, Process, and Automation; The Human Side of Technology; Secure Defend Recover; and the Celebration track (this year's theme) – are tailor-made to address the diverse challenges and opportunities that technicians and those around technicians encounter in their roles.

Here are a few key reasons why my attendance at MSPGeekCon is vital:

1. Skill Enhancement:

- The conference provides in-depth sessions offering practical insights that can be directly applied to enhance our team's efficiency and effectiveness. These talks are hand-selected to make sure education and expertise are at the forefront. Speakers are selected by the topic and the ability to deliver and are not sponsored by anyone.

2. Cybersecurity:

- With the increasing importance of cybersecurity, the Secure Defend Recover track is particularly relevant. Attending this conference will equip me with the knowledge and tools to better safeguard our company's digital landscape.

3. Team Building, Culture and Celebration:

- This year's theme of Celebration not only adds a unique element to the conference but also fosters team building and a sense of culture building among technicians. Culture doesn't just start and live at the top, it's important in all facets of the company. This positive atmosphere will undoubtedly translate into improved collaboration within the

team, and help me convey the importance of culture and environment within our organization.

4. Networking Opportunities:

- MSPGeekCon brings together professionals from various technical backgrounds, providing an excellent opportunity for networking. The connections made during the conference can open doors to collaboration, best practice sharing, and potential partnerships that can benefit our company.

5. Cost-Effective Early Bird Pricing:

- I've researched the cost of attendance, and the early bird ticket pricing of \$399, hotel rooms are \$189/night, this is a cost-effective investment considering the invaluable knowledge and skills I will gain. MSPGeekCon is a non-profit company so they work to make the event education-focused and not profit-focused.

I am confident that my participation in MSPGeekCon will not only contribute to my professional growth inside the company but will also have a positive impact on our team's capabilities and, ultimately, our company's success. I kindly request your support in approving my attendance.

I really appreciate you considering this and I am more than willing to discuss this further if you have any questions or need additional information.

Sincerely,

[Your Name]