

A Memo You Can Send to Your Boss

Dear [*Enter Your Boss's Name Here*],

I enjoy working here and truly appreciate how well you have supported me in 2012. As we plan our programs for this Fall and for next year, I would like your permission to attend an idea-packed marketing conference. It's called Effective Seminar Marketing (ESM) and will be held in Chicago, Monday-Tuesday on August 27 - 28, 2012.

This is not a typical conference. ESM is where the best and brightest come together with the most experienced, knowledgeable faculty in continuing education, conference, and seminar marketing. I also love the mix of both public & private sector providers who are speakers. Here is a link to the program website:

www.clemsonconferences.com.

Clemson University and the staff of Effective Seminar Marketing select presenters from the most seasoned and respected practitioners in the direct marketing and corporate events industry. The presenters share their expertise and address tough issues like (1) How to integrate mobile marketing into your event marketing promotional mix, (2) How to turn your unprofitable seminars into highly successful certificate programs, (3) How to combine email & social medial marketing for maximum impact, (4) How to get more conversions using an online drip marketing system that integrates video, and (5) How to use Google Analytics to maximize your multichannel event marketing.

I'll have plenty of chances to speak directly with the instructors because Clemson limits the conference to promote interaction. I can ask all the questions that we've ever had and get real answers! We can even access a 30-day hotline for questions that may arise after the conference is over!

Besides meeting with the instructors, I'm also interested in interfacing with the other attendees. I've been reading comments from past attendees on the website, and everyone says that networking is one of the top reasons to attend. Notice on the website that each networking opportunity has an experienced conference leader.

Some of the smartest folks attend this meeting, and they all face the same challenges we do. I can learn a lot from them and see how they have overcome some of the issues we've encountered. This should give us a leg up on our competition.

The folks at ESM are so confident their conference is top-notch; they offer a money-back guarantee! If I don't learn what I expect to learn, I can get the money back! I see it as all reward and no risk.

Plus, I'll come back with a ton of practical ideas and a notebook full of presentations to share with the rest of the staff. Finally, I'll come back inspired and ready to implement immediately the ideas and techniques that I learned.

Thanks in advance for considering my request. If approved, I promise to bring you new cost-saving ideas, a trip report, and an inspired and much smarter employee.

[*Enter Your Name Here*]

P.S. The ESM folks also offer on-site training; so if you like, we can invite them to come to our office and customize training for our entire department! We can call Anne Copeland at 864.506.0742 or email her at anne@seminarmarketing.org.