

Want to attend the Users' Conference, but not sure how to convince your boss to let you go?

If you're having trouble getting approval to attend the conference, don't despair, because we've provided this letter to provide you with some compelling reasons for your manager to justify why you can't afford to miss this event! It's been known to work, and even if it doesn't work this year, you may convince your boss to budget some funds for you to attend next year's Conference.

Even if you don't use the letter in its entirety, try extracting some of the information and adapting it for your own use. (Simply copy the text below and paste it into a word document, then you can print it on your own company letterhead)

Good luck and we hope to see you at the Conference in September.

Dear <insert-boss-name-here>:

I know you are very busy, but I need to talk to you about attending the International Cadence Usergroup(ICU) Conference in September. I feel it is very important for our company's future and success. Attending this Conference helps ensure effective utilization of the software solutions we invested in, plus, it will enhance my professional development so I can be a more valuable asset to the company.

I know that we may not have budgeted for this, but it is a very cost-effective investment. By attending, I will meet with many other Cadence users and learn how they improved processes and product usage at their sites. I will learn practical software skills and techniques from Cadence's technical staff. I will find out the future direction of Cadence products and how it will impact our company.

I will also have the opportunity to visit dozens of partner companies offering tools and solutions that could dramatically improve our processes. When I return from the conference, I will be able to share the Conference proceedings CD with the rest of our design team so everyone in our group can benefit from this experience.

This is the only place where I can learn and gather all of this information that is specifically relevant to our design group, and by attending the Conference, I can do all of this in a few days, which will save our company time and money. When you consider the sessions themselves are worth hundreds of dollars alone, you know that we are getting a great deal. This Conference is my only chance to take advantage of such a highly focused, targeted event.

If you're concerned about the return on investment, consider this. If I can boost my own productivity by just 5% - a very conservative number - that translates to two hours per week, or 100 hours per year. At a \$50 per hour burden rate, the knowledge I return with from the Conference will save our company \$5,000 every year. Imagine how these savings could multiply by sharing information with everyone in the department.

It will cost us roughly \$550 plus travel costs, plus a few days out of the office, but this is minimal compared to the amount of money invested in our design systems. And the better I understand these systems the more output I will be able to produce. We spent thousands for each workstation including software, and an additional dollars for annual maintenance. Doesn't it make sense to allocate a tiny fraction of that amount to make sure that our software is being used to its fullest potential, and that our company is receiving the full return on investment that it expected out of these systems?

I hope you can see how attending the International Cadence Usersgroup Conference can make a significant impact on our productivity and software usage. I hope you will approve this small but critical investment in our future.

Thank you for your consideration.

Sincerely,

<your name here>