

<INSERT LOGO>

Hi, <Insert Colleague's Name>:

I'm attending the totally ONLINE HighEdWeb 2020 Annual Conference on Oct. 19-20, and I want to invite you to join me.

Maybe you already know a little bit about the HighEdWeb Annual Conference. It's been around for more than 20 years, and is **created BY higher ed web and digital pros, FOR higher ed web and digital pros**. That means the conference addresses the real questions and challenges we all want to learn about most, because the speakers and organizers are real higher ed pros who understand and face the same web and digital challenges we do every day.

One the great benefits of HighEdWeb is the community we get to become part of. Folks from across all areas of colleges and universities — IT, marketing, admissions, libraries, alumni, institutional advancement, higher ed-dedicated consultants, and more — attend the conference, and are active in sharing ideas year-round. There's a Slack channel, social groups and (for premium members) a professional development library. The connections are fantastic and have a lot of value.

This year, **HighEdWeb is being held 100% ONLINE and is offering a basic level of attendance totally FREE**. That means we can attend with minimal disruption, no travel and little cost. In addition to the totally free live-access only option, there's also a very affordable \$195 (USD) option that gives live access AND post-event, on-demand access to the full library of conference recordings and materials ... again, a great resource to support our work as digital faces some of the greatest demand we've ever seen.

I'm excited to attend the 2020 HighEdWeb Annual Conference online this October, and I hope you'll be there, too. Take a look at the website (2020.highedweb.org), then give me a call and let's coordinate. I think it will be a great experience, and I'm looking forward to it.

<YOUR NAME>