

<INSERT LOGO>

Dear <Insert Supervisor's Name>:

I would like to attend the 2020 Higher Education Web Professionals Association (HighEdWeb) Annual Conference ONLINE Oct. 19-20, and I am writing to ask for your approval and support.

Now, more than ever, the web and digital channels are critical tools to connect with our future and current students, alumni, and other stakeholders. The HighEdWeb Annual Conference brings together a diverse community of attendees — from developers to marketers, content strategists to designers, social media managers to advancement pros, and all team members in-between — to learn from top experts and one another. Smart, detailed sessions will address the challenges and opportunities we face every day. I'll gain insights and tools that will help me to improve my productivity and build solutions. In the end, I'll be able to bring that excellent creative and practical knowledge back to our organization to help us as we work to achieve our goals.

This year, **HighEdWeb 2020 will be offered 100% online**, so I can get excellent professional development with no travel and minimal disruption. **HighEdWeb 2020 is also a great value for all attendees and their institutions.**

HighEdWeb has adjusted their pricing for this year, and I can sign up for a totally free live-access only option or a very affordable \$195 (USD) option for that gives live access AND post-event, on-demand access to all recordings and materials — a very valuable resource from which to draw in coming months.

**The 2020 HighEdWeb Annual Conference is the premier event for professionals working in the higher education digital space, and I need to attend.** I am confident that what I learn at HighEdWeb 2020 this October will make a lasting difference for our organization and provide plenty of new ideas we can use right away. Please let me know if you would like additional information, or visit [2020.highedweb.org](https://2020.highedweb.org) for more details. I hope that you will grant my request and allow me the time and resources to attend HighEdWeb 2020.

Thank you for your consideration.

<YOUR NAME>