

**Here's a template for your use in convincing your manager that you need to be at the 11<sup>th</sup> Knowledge Management Conference & Exhibition:**

Dear <manager-name- >:

I would like to attend the 11<sup>th</sup> Knowledge Management Conference and Exhibition on May 3-5 at the Grand Hyatt Hotel in downtown Washington, DC.

This year's conference is now 3 days of comprehensive, CEU-accredited education at the same 2 day conference rate. Leading Knowledge Management experts like Stephen Denning and instructor Douglas Weidner from the KM Institute will lead tutorials and hands-on sessions where I can further my expertise in the knowledge management discipline. And, if I register by April 16th, our company/organization will save \$100 off the registration fee.

Also, by registering for the full KM conference package, I will also receive full access to attend two other events located at the Grand Hyatt: **The Cloud Computing Summit** and the **Open Government & Innovations Conference** – an \$800 value. This will allow me to attend over 50 conference sessions on web 2.0, virtualization, cloud computing, social media policy, governance, and more.

I will also be granted access to the Exhibition on May 4<sup>th</sup> with over 30 of the industry's leading vendors for business intelligence, virtualization, collaboration tools, cloud computing applications, and other leading-edge technology. I'll be able to source new vendors and find out about innovative technologies that will cut costs and make our operations more efficient.

If you have any questions about The Knowledge Management Conference, please let me know, and I will pass along the conference literature to you. You can also view the conference website at [www.KMconference.com](http://www.KMconference.com).

I hope you'll agree that my attendance at The Knowledge Management Conference will make a significant positive impact on our organization.

Thank you for considering my request.

Sincerely,

*<insert-your-name-here>*