

Cisco Live 2020 Attendance Proposal

To:

From:

Re: Approval for Cisco Live Attendance

I'm writing to ask for approval to attend Cisco Live in Barcelona, Spain on January 27-31, 2020. Cisco Live is widely acknowledged as the premier event for education, inspiration, and making connections for technology professionals.

Through keynotes from today's IT visionary thought leaders and Cisco executives, more than 800 educational sessions, Cisco's top partners, and multiple networking opportunities, Cisco Live presents a unique opportunity to acquire cutting-edge knowledge and skills on the technologies we already use, and those we will rely on in the future to achieve the digital transformation that is changing how business gets done.

By attending Cisco Live, I can get training in a single week that would otherwise require multiple courses and sessions throughout the year. Some of the other reasons to attend include:

- The ability to evaluate in-person the latest innovations in networking, security, and the cloud.
- The chance to better understand emerging technologies and concepts that are the driving force behind the innovative new world of digital business.
- The chance to meet directly with Cisco experts and pose questions about our unique challenges.
- The opportunity to connect with other attendees and Cisco partners to hear their perspectives and suggestions about best practices, new ideas, and new tools we might consider.

The bottom line is that by attending Cisco Live, I will become a more valuable asset to our organization which will help us realize more from our investment in Cisco and other technologies.

If you'd like more information about Cisco Live, you can find it at ciscolive.com/emea, or I'd be glad to answer any questions. Please keep in mind that the sooner I register, the more we can save – and the greater the likelihood that we'll secure more affordable travel and hotel rates.

Thank you for considering this request. I look forward to your reply.

Regards,