

A Memo You Can Send to Your Boss

I enjoy working here and truly appreciate how well you have supported me. As we plan our programs for this fall and for 2015, I would like your permission to attend an idea-packed marketing conference in Chicago on Monday-Tuesday, August 25-26. It's called: [How to Use Social Media, Mobile & Internet Marketing to Get More Registrations](#).

This conference also has two (2) optional/free pre-conferences on Sunday, August 24, 2014. One pre-conference is on 'Maximizing Your Event Marketing ROI with the Social Media Platforms that Best Suit Your Organization and Market' and the other workshop is 'How to Set-Up and Implement an Effective Mobile Marketing Campaign.' I am thinking we will get our investment back from just these [pre-conference programs](#) alone!

This is not a typical conference. It is where the best and brightest come together with the most experienced, knowledgeable faculty in continuing education, conference, and online marketing. I also love the mix of both public- & private-sector providers who are speakers. See: www.clemsonconferences.com.

Clemson University and the staff of Effective Seminar Marketing Institute (ESMI) select presenters from the most seasoned and respected practitioners in the direct marketing and corporate events industry. The presenters share their expertise and address tough issues like **(1)** How to Build a More Visible Website Presence Where it Matters Most Using SEO, SEM, & Social Media, **(2)** No Money? No Problem: Leveraging Word-of-Mouth Marketing and Social Media to Engage Students and Grow Enrollment, and **(3)** Future Best Practices in the Development & Marketing of Online Programs.

I'll have plenty of chances to speak directly with the program leaders because Clemson limits the conference to promote interaction. I can ask all the questions we have ever had and get real answers! We can even access a 30-day hotline for questions that may arise after the conference is over! [Notice the other twelve \(12\) Special Benefits](#).

Besides meeting with the instructors, I'm also interested in interfacing with the other attendees. I've been listening to the [Testimonials](#) from past attendees on and everyone says that networking is one of the top reasons to attend. Notice on [the website](#) that each networking opportunity has an experienced conference leader.

Some of the smartest folks attend this meeting, and they all face the same challenges we do. I can learn a lot from them and see how they have overcome some of the issues we've encountered. This should give us a leg up on our competition.

The folks at ESMI are so confident their conference is top-notch; they offer a money-back guarantee! If I don't learn what I expect to learn, I can get the money back! I see it as all reward and no risk. In fact, [Twenty Three \(23\) Takeaways](#) are provided.

Plus, I'll come back with a ton of practical ideas and a copy of all the presentations to share with the rest of the staff. Finally, I'll come back inspired and ready to implement immediately the ideas and techniques that I learned.

Thanks in advance for considering my request. If approved, I promise to bring you new cost-saving ideas, a trip report, and an inspired and much smarter employee.

P.S. The ESMI folks also offer onsite training; so if you like, we can invite them to come to our office and customize training for our entire department! We can call Anne Copeland at 864.506.0742 or email her at: anne@seminarmarketing.org.