

Subject: Proposal to attend Mediasite Experience 2019 User Conference

I'm writing to ask for approval to attend Mediasite Experience 2019 (MSX19), the Global Mediasite User Conference taking place October 28 - 30 in Austin, Texas.

The conference is the largest and most in-depth Mediasite learning event of the year. By attending, I'll get strategies, best practices, ideas and inspiration to take our video initiatives to the next level. MSX19 will also provide me with the Mediasite skills I need to work more efficiently and effectively. If I attend this 3-day event (2 days of programming and 1 day of pre-conference training), our organization and I will benefit from:

Proven best practices and lessons learned from Mediasite users who have been in our shoes

Insights into upcoming Mediasite releases with practical advice to help us take advantage of new capabilities or prepare for an upgrade

Over 30 breakout and training sessions to strengthen my skills

Answers to our Mediasite questions from one-on-one interaction with Sonic Foundry's Mediasite gurus

The opportunity to influence future Mediasite development with open-door access to Sonic Foundry leadership teams

Complete on-demand access to all recorded sessions

A year-round, go-to network of Mediasite peers and experts

Plus, MSX19 is a terrific value for the level of education and networking opportunities provided. Registration fees are lower than those for most conferences of this caliber, and Madison offers some of the best lodging prices for a convention location of its size. Here's an estimated breakdown of conference costs:

Airfaire: \$450

Transportation: \$50 (to/from airport and conference venue)

Hotel: \$685 (3 nights at \$199 + tax)

Non-Conference Meals: \$75 (most meals included with event)

Registration: \$395 for first release, \$595 for second release, \$795 for third release, \$995 for 4th release

Total: \$1,665 (with first-release ticket*)

** Alternatively, I can qualify for a **free Conference Pass** by submitting an accepted **speaking proposal**.*

If you provide approval to attend, you can expect me to return from MSX19 with plenty of practical ideas I can put to work right away. I'll submit a post-MSX19 report summarizing key takeaways, lessons learned and recommendations to maximize our current and future investments in Mediasite.

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