

Seeking approval from your manager?

Use the recommended text below for an email or letter explaining the value you will gain by attending the event.

Hello,

I am writing to request your approval to attend Fal.Con UNITE 2019, CrowdStrike Cybersecurity Conference taking place on November 4-6, 2019 in San Diego, CA.

[Fal.Con UNITE 2019](#) offers two and a half days of in-depth learning sessions, training, thought-provoking keynotes, and networking opportunities with my peers from around the world. The conference covers timely topics including cybersecurity trends, new adversary techniques, technology integration tools, how to operationalize threat intel, customer case studies, and how to optimize the Falcon platform. All topics that are important for us to know.

100% of attendees from the past two conferences have said they would “recommend it to a peer.” In addition, 93% of the conference attendees rated the content as valuable or highly valuable.

If I attend I will be able to:

- **Participate in 13+ hours of learning and training sessions** that address the most pressing problems in information security today. The conference has learning sessions that will run daily and are part of the core event. These training sessions will allow me to deepen my knowledge of CrowdStrike and the Falcon Platform.
- **Meet and network with security professionals** from around the world facing similar security challenges that I face in my day-to-day routine. I'll have ample opportunity to discuss best practices and lessons learned by my peers.
- **Gain cybersecurity insights and the latest trends** from some of the top leaders in the industry.
- **Receive certificates of completion that I can submit to receive CPE credits** for the learning and training sessions that I complete.
- **Bring back new insights and tools to share with our company.** I will submit a summary of the most important information I learned at the event and share conference materials with teammates. We can, together, implement new ideas and solutions that will make us a more secure environment and help to increase our return-on-investment for the CrowdStrike solutions.

Below, please find an approximate cost to attend the conference:

Cost Estimate

Flight	<FILL IN COST>
Transportation (ground transportation to/from hotel)	Approximately \$5-10 round trip from SDA to the hotel
Hotel (Room Rate \$214 + Room tax \$27.17 + Resort fee & tax 21.41 = 262.58 per night)	\$214 per night x [# of nights] plus taxes and fees
Meals provided Monday night, Nov 4th thru Wed lunch, Nov 6th	All meals included
Conference/Training pass All Pricing Options: Early Bird Conference Registration \$950 July 15 - Aug 31 Standard Conference Registration \$1,050 Sept 1 - Nov 1 Early Bird Government Registration \$750 May 6 - Aug 31 Standard Government Registration \$850 Sept 1 - Nov 1 Optional Technical Training Add-on \$500 - \$1,000 Refer to registration site for available optional training courses	\$750 - \$1,050 USD
ESTIMATED COST TOTAL	

**This conference pass rate is based off me registering before the early bird cutoff date of August 31st to receive the early bird rate.*

I appreciate your consideration, and would be happy to answer any further questions you might have about why Fal.Con UNITE 2019 will benefit the company.

Sincerely,

<NAME>