



24th Annual Greystone.Net

Healthcare Internet Conference

HCIC Attendance Proposal

Dear _____,

I'm writing to ask for approval to attend Healthcare Internet Conference (HCIC), a digital healthcare marketing strategies and education conference November 2-4 in Los Angeles, CA. Because digital marketing is continuously changing, it's more important than ever that I stay current in order to ensure our marketing efforts are effective. The Healthcare Internet Conference (HCIC) is the largest event of its kind that provides an opportunity to analyze "best practices" on a range of issues and brings together healthcare leaders from a variety of disciplines to collaborate and learn. I can get the information I need from dozens of the country's top digital marketers who will be sharing current trends, best practices, the latest strategies, case studies, new solutions, and more.

In particular, I think the conference schedule supports our initiatives and would directly benefit these projects:

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The conference includes over 64 sessions, 4 keynote presentations, 4 pre-conference workshops designed to help bridge the gap, where there is a need for a better content strategy, improved optimization with CRM and analytics or creating a system – wide redesign. You can learn more about our sessions at www.HCIC.net.

Here's an approximate breakdown of conference costs:

| | |
|--|-----------|
| Airfare: | \$ |
| Transportation: | \$ |
| Hotel: | \$ |
| Meals (minimal as conference provides the majority): | \$ |
| Optional – Pre-Conference session: | \$ |
| Registration Fee: | \$ |
| Total: | \$ |

For us to get the best ROI from this conference, please keep in mind that **the earlier I can register, the less expensive it will be**. I'll give you a summary of what I learned including major takeaways and new ideas, and will share relevant information with key personnel throughout the company. As a participant, I will also have access to all the speaker presentation slides and recordings following the event that can also be shared and disseminated.

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

Regards,