Hi [MANAGER NAME],

I’m writing to ask for approval to attend HIG**HER**, a national conference series focused on equipping women in higher education with the resources and relationships to become effective leaders. HIG**HER** is coming to [CITY] on January [XX], 2020 from 8:30 AM - 4:00 PM.

This one-day professional development experience is the only conference for women at all levels of higher education to come together and share expertise on navigating a career in this field. Attending will provide me with the opportunity to reflect on the strengths and skillset I bring to my work, form meaningful peer and mentor relationships with women across the state, and identify clear next steps for how I’d like to expand my contribution to our team.

In particular, this professional development day will help me:

* + - Identify how I can more effectively leverage my strengths to exceed performance expectations for my role
    - Assess different higher ed career trajectories
    - Build connections with other women in [YOUR DEPARTMENT/AREA]
    - Learn how to ask for and give direct feedback
    - Define what professional success looks like for me and develop a roadmap to reach my next career goal

Over 1,200 women from 300+ colleges and universities have attended HIG**HER** already, including institutions such as Arizona State University, Southern New Hampshire University, University of Michigan, Yale University, William & Mary, and many more. Past attendees have said things like:

* + - "These were some of the best speakers I've encountered. The value of gathering all of us cannot be overstated, and keeping it intimate also made it easier to engage.”
    - "The personal, open, honest conversation was great! I feel so much more confident about my future due to idea-sharing with some seasoned women in the field."
    - "Each session gave me direct takeaways where many expensive conferences do not! Extremely high value."

The Early Bird rate for the conference is $50, which includes all materials, access to an online network of women in higher ed, and meals for the day. I can fly into [CITY] for about [$XXX] and get hotel accommodations for about [$XXX/night]. So, the total cost for me to attend is [$XXX].

I’m confident that this investment in professional development will be worthwhile to [YOUR INSTITUTION] and make me a more effective leader of myself and others.

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

[YOUR NAME]

P.S. You can learn more about the conference here: <https://getwisr.com/higher-summits/>