Hi<Manager>,

I would like to attend Cisco Live 2012, occurring from 20 – 23 March 2012 at the Melbourne Convention and Exhibition Centre. Cisco Live delivers over 170 training and educational sessions that would be open for my attendance including [fill in information here about specific emphasis of learning that you require].

As we continue to deliver services to meet our changing business demands and deliver quality information services throughout our organisation, it’s imperative that my knowledge of existing and evolving technology stays up to date.

The knowledge, skills, and the connections I can make at Cisco Live provide valuable benefits to increase my value to the company, such as:

* Discovering innovative ways that networking and communications technology can help reach new markets and boost revenue from existing customers with the best and on-stop access to Cisco product education and case study sessions
* Meet hundreds of Cisco experts for consultancy and problem solving
* See bleeding edge never-before-seen technology demonstrations covering the latest in Virtualisation, Collaboration and Borderless Networks
* Understand which solutions are right for our specific challenges, so we can make smarter use of our technology budget
* Do more with the technologies already in place, to help us stay competitive and keep costs down
* Build my in-house skills at a lower cost than hiring a third-party consultant
* Up-level the skills and experience of the department with advanced Cisco certifications at a 75% discount. Spaces are limited so I would need to register early.
* Anticipate emerging technology and communications trends, so we can plan for any impact on our business
* Understand how innovative, market-leading companies are using technology to build and sustain a competitive advantage
* Plug into a worldwide network of knowledgeable professionals who share ideas on how to accomplish more with less and keep costs down without sacrificing innovation

The cost of this year’s Cisco Live event is comparable to the cost of a three day formal training course. Registration is $1980 inc GST.

I am happy to provide any additional details you require or you can review the Cisco Live 2012 website: <http://www.cisco.com/web/ANZ/learning/cisco_live.html>.

Here is some feedback from Cisco Live delegates explaining why Cisco Live is the leading IT Communications Conference and a must-attend event:

|  |  |
| --- | --- |
| This event met my primary objective for attending. | 95.79% |
| This event strengthens my relationship with Cisco. | 96.09% |
| Cisco Live is one of the few places I can gain a wealth of technical expertise in a short period of time. | 95.64% |
| I receive valuable knowledge during the conference that can be implemented by me or my company. | 94.89% |

*I can now offer new options for innovation/solution as well as a number of improvements to existing services/proccess/products within our business – Cisco Live 2012 attendee*

*I will be able to use the knowledge to improve my current deployments and definitely opened my eyes to newer technologies and better ways of doing things – Cisco Live 2012 attendee*

*I will take the solutions presented back to my business and round table them to management. The VXI process will save us money with our next refresh of desktop. The rest will follow using the savings – Cisco Live 2012 attendee*

*New information& insight gained contribute directly to the development of solutions and selection of products – Cisco Live 2012 attendee*

*Provide new creative ideas to reduce overall cost of IT infrastructure and services, and to enhance end client productivity – Cisco Live 2012 attendee*

*This is the one conference I got to where I want to go to every session. Networkers and its content is invaluable to my job and for getting up to date information on existing and new Cisco offerings – Cisco Live 2012 attendee*

*It has been a great event, I will be talking about it for ages. – Cisco Live 2012 attendee*

*It was fantastic and I learnt so much, wow what an opportunity – Cisco Live 2012 attendee*

Thank you for considering my request to attend Cisco Live 2012.

[Name]