

GamiCon NOLA 2023

SAMPLE LETTER TO MANAGER

To:

Subject: Valuable Professional Development Opportunity

I would like to request your approval to attend [GamiCon NOLA](#), the conference for the Gamification of Learning which is a co-located event with [Training Magazine's TechLearn Conference](#).

At this conference the speakers, who come from across the globe, will share strategies for implementation through a selection of proven frameworks in hands-on learning labs. The interactive format offers me a special opportunity to learn from leading minds in creating effective learning programs.

Additionally, I will be able view learning programs that are competing for awards and talk with the folks who created these programs. This will not only expose me to best practices in the use of gamification in learning programs but will also ignite my own creativity when it comes to improving our learning programs.

Plus, the conference is 100% gamified, so I will be able to examine, take notes, and reflect on the player journey experience in real-time.

I understand there might be financial concerns in sending me to this event, but I believe it will be an investment with immediate and longer-term benefits. My objectives in attending this event are:

- Enhance my ability to create/deliver learning and training programs. The programs will not only better engage employees, the learning will be better retained and applied to their professional lives.
- View best-practices from other companies and organization to judge where our learning programs stand as compared to them.
- Ask the creators of these programs to share with me their struggles and challenges; thereby reducing my development time and the need for trial-and-error learning.
- Absorb knowledge and experience from the speakers, as well as interact with them at different events throughout the conference.
- Evaluate different tools that the vendors offer during their hands-on workshops. This will not only expose me to new learning tools that are available, but I will have the opportunity to get past their marketing to actually evaluate whether they will work for us and our team.
- Learn what I don't know I don't know from the speakers, vendors, and my peers.
- Return, ready for immediate implementation, creating more engaging and lasting learning experiences for our team.

I will create a report after the conference that will include an executive summary, major takeaways, tips, and a set of recommendations to maximize the return on our investment. I can also share relevant information with key personnel throughout our organization.

Thank you for your consideration of my request and I hope we can discuss more this week!