*Copy this note into an email to your manager to prove the value of your attendance at BMC’s Federal Exchange.* 

**Subject line: Business case for attending BMC Federal Exchange 2018**

Dear [manager’s name]:

I’d like your approval to attend the BMC Federal Exchange, May 9th, 2018, at the Marriott Marquis Hotel, Washington D.C. I think you’ll agree that BMC Federal Exchange is a smart investment that will deliver fast returns to our organization.

First, it will give me a unique opportunity to explore the full range of BMC products and solutions, and acquire technical skills to leverage them to the fullest. I’ll gain information and insights from keynote sessions, technical and non- technical breakout presentations, hands-on learning labs, and a major showcase of products and solutions from BMC and its partners.

Equally important, I’ll have many networking opportunities where I can talk face-to- face with the people who design, build, and support BMC products. I can learn from other IT management professionals, and take advantage of free consulting services.

Exchange makes professional development highly efficient. In just one day, I will receive the equivalent of multiple hands-on training courses and education sessions that would otherwise involve separate travel expenses and repeated periods away from the office.

With the goal of optimizing our investment in BMC technologies, I plan to spend my time learning about existing and upcoming BMC products and solutions, as well as strategies and best practices, which support these initiatives:

• [Initiative 1] • [Initiative 2] • [Initiative 3]

Exchange brings together the members of the BMC user community to share knowledge, gain skills, and strengthen professional relationships. I hope you’ll agree that my participation in this annual event will make an important contribution to our agency’s success with BMC technologies.

You can review the conference details at: <http://fcw.com/events/2018/bmcexchangefederal/home.aspx>

Thank you for your consideration.

[*insert-your-name-here*]