

Convince Your Manager

We want to make your journey to Mendix World an easy one. We're so glad that you're interested in joining us this June to be at the forefront of low-code! To help you get there, we've compiled some of the top reasons to attend which you can package up and share with your boss to make a solid business case on why you need to be there. Just copy and paste the below into an email and fill in the blanks.

Dear [SUPERVISOR NAME],

I am writing to request approval to attend Mendix World in Rotterdam, The Netherlands from June 2-4, 2020.

As I think about the [tools and technologies](#) that have the capacity to impact our business in the coming year, attending the world's largest low-code conference hosted by [a Gartner Magic Quadrant leader](#) would allow me to see them in action. Mendix World is an event dedicated to displaying use-cases of business transformation, from resource savings as a result of governed shadow IT practices to cost-saving IoT solutions, all through the lens of low-code. Last year, over 4,000 IT leaders, developers and business leaders attended to experience a combination of keynotes, hands-on activities and breakout sessions.

If approved to attend Mendix World, here are some of the sessions I plan to attend [[choose 3 sessions from our Agenda Overview most related to your interests/role](#)]:

- Session #1
- Session #2
- Session #3

Through these activities, I will be looking to achieve the below [[choose 2-3 most applicable](#)]:

- Evaluate if Mendix would be the right low-code partner for our business
- See first-hand how other businesses in our industry are leveraging low-code
- Become an active participant in the Mendix Maker community through hands-on activities
- Learn what is next for low-code as an industry
- Conduct an assessment of Mendix's partner capabilities at their expo booths
- Become more proficient with using Mendix through workshop sessions
- Attend product demonstrations of new-to-market Mendix integrations and capabilities
- Network with other like-minded technology professionals to grow our organization's footprint
- Learn how I can get more out of Mendix for our organization

Mendix World is an opportunity for me to interact with thousands of technology and business professionals who are facing the same challenges as our business and actively learning about ways to improve our work. I feel that my presence at the event as a representative of [ORGANIZATION NAME] will solidify our organizational commitment to continued learning and innovation within our industry.

I was given a promotional code which would cover the cost of the conference ticket. To provide some perspective, the below table illustrates how the cost of attending Mendix World would then compare to other similar industry events:

Conference	Mendix World	Dell/EMC World	Dreamforce	Microsoft Ignite
Registration Fee	\$ N/A	\$ 2,495	\$ 1,900	\$ 2,395
Certification	\$ 250	NA	\$ 2,499	\$ 500
Airfare	\$ 1,500	\$ 300	\$ 600	\$ 350
Hotels	\$ 600	\$ 1,500	\$ 1,892	\$ 1250
Travel	\$ 300	\$ 300	\$ 300	\$ 300
Food	\$ 300	\$ 300	\$ 300	\$ 300
Total Cost	\$ 2,950	\$ 4,895	\$ 7,491	\$ 5,095

I'm including a link to the event details here and am happy to answer any questions you may have. Thank you in advance for your consideration, I look forward to discussing further!

Best,
[YOUR NAME]