

# Template: DevConf Manager Approval Letter

**Subject line:** Please send me to DevConf

Dear [Boss],

As our team has discovered, our development team has faced a few challenges unique to us in South Africa, scale and more importantly with improving the collaboration and methodologies in our team. We've already seen some success with [name a recent development project or team initiative], and now we need to turn our attention to [name an upcoming initiative or goal].

DevConf, is a conference for software developers which occurs every year and will take place on the 26<sup>th</sup> March 2019 in Cape Town and 28<sup>th</sup> March 2019 in Johannesburg. The conference will help provide the education and best practices we need to reach that goal. DevConf is not organised by any vendor or company, but rather is organised by a non-profit community so we can be ensured that there will be no marketing spin and we will get the true technical insights we need.

A ticket to DevConf includes:

- ☺ A full day of over 35 sessions on the latest technology trends for developers, including AI, Advanced Testing, Scaling and other technology challenges.
- ☺ Conversations centred around technologies we already use (and some we're considering), like JavaScript, .NET, AWS, Azure and Kotlin.
- ☺ Topics also include softer skills, like how to have a healthy team and increase productivity and much needed UI/UX design talks!
- ☺ Networking with other developers, architects and experts in DevOps who are tackling some of the same challenges that we are.

The conference ticket costs start at [Choose applicable: R2,109.99 for Johannesburg and R1,870 for Cape Town], but there are discounts if we order more than four tickets. With travel and accommodations totalling [fill in cost], the all-in cost would be [total]. With everything I would learn, that would have a value to the company above and beyond because I could do [fill in some development needs], that would save the company [savings] over the next year!

I hope you'll agree that DevConf s a worthwhile investment for our company and that you'll approve my attendance at this important event.

Thank you,

[Your Name]