

Dear [MANAGER'S NAME],

In the interest of employee education, networking and increasing my skill set, I would like to attend WordCamp Cape Town on 10 & 11 September 2015.

WordCamps are conferences that focus on everything WordPress - there are hundreds held all over the world throughout the year, and they are informal, community-organised events that are put together by average WordPress users. Everyone from casual users to core WordPress developers participate in them to share ideas and get to know each other.

Cape Town's WordCamp has been an annual event on the local community's calendar for the past four years, making this the fifth in a string of incredibly successful events that offer immeasurable benefits to those who attend.

The conference itself will run over two days, with the first day being a series of practical workshops that will teach essential skills such as planning a website from conception to publishing, building an eCommerce store, using Google's Tag Manager to leverage our online presence, and how to get the most out of any WordPress site, as well as more technical workshops covering topics like advanced use of the WordPress query system, the new WP-API, effective local development practices and run-down on how to use the WordPress Customizer.

And that's just day one...

The second day will include sessions covering broader, industry-focussed topics such as how we can practically share our knowledge together, how a WordPress release really works, how WordPress (and the internet) is being used to make a real difference in South Africa and the world, and a panel on eCommerce featuring some of the most influential individuals in the eCommerce space from all over the world.

During all of this I will have the chance to get to know a huge amount of individuals from both the local and international WordPress communities. With an expected attendance of around 400 people there will be plenty of opportunity to connect with influential people with whom we can collaborate and leverage our skill sets to mutually benefit each other.

The incredible thing is that all of this costs a mere R450 (for both days). At that price I can guarantee you that the things I learn and the connections I make at WordCamp will more than pay for themselves as our business continues to expand.

If we send 5 or more of our staff, then we can get a R100 discount on each ticket - you just need to contact the conference organisers on wpcapetown@gmail.com to get the coupon code.

You can read more about the conference at capetown.wordcamp.org and I'd be happy to answer any further questions you may have.

Looking forward to your response.

Regards,
[YOUR NAME]