|  |  |
| --- | --- |
|  | Company Name Here |

To:

From:

CC:

Date: February 20, 2020

Re: Staff Improvement / Professional Development Opportunity  
Soft Network Users Group Annual Conference | SNUG 2020

I understand that < your company > has had to cut back on training costs, and we are looking for ways to get the most for the money we spend in every area; however, there is a cost-effective conference in May that will help < name of your department / facility > learn how to get the most from our SCC Soft Computer information systems and maximize our LIS: SNUG 2020, the Soft Network Users Group’s 28th Annual Conference in Clearwater, Florida, May 3 – 7, 2020.

In addition to three free half-day workshops, the conference will offer more than 60 technical sessions presented by SCC users and staff, with topics covering multiple technical tracks, including LIS Admin, General Laboratory, Blood Bank / Transfusion Services, AP+Genetics, Quality Control, Professional Development, and product-specific topics (e.g., SoftLab, SoftMic, SoftPath, Blood Services, Genetics, Outreach, SoftA/R, and SoftReports).

A hands-on lab runs throughout the week, providing the opportunity for me to meet with members of SCC’s programming and product development teams to discuss our specific product and environment questions.

A vendor expo will feature SCC add-ons and third-party programs and will present an opportunity for me to discuss these products with their representatives and explore new ways to boost < your department’s > efficiency.

There are three presentation rooms where technical sessions, round-table discussions, panel/focus group presentations, seminars, and workshops run throughout the day, of which the following are of particular relevance to < name of your department and/or facility >:

* < List the titles of sessions that will provide the greatest benefit to your department and/or facility. A complete and updated list of sessions will also be posted on the SNUG website ([www.snuginconline.org](http://www.snuginconline.org)) >

Although I will try to attend these particular sessions, some of the most popular may be closed because of limited seating. In that case, I will choose alternates. Even if I cannot attend some of the sessions, we can benefit from the conference: the conference session presentations and handouts are posted online and are provided free to all SNUG members.

Fixed costs:

* < List transportation costs, SNUG 2020 registration fee, cost of meals (NOTE: *breakfast, lunch, and snacks—and SCC’s Annual Client Appreciation Banquet Wednesday evening are all included at no extra charge*), and the price per night of the hotel room. SNUG has negotiated a special guest room rate of $209 (plus tax) per night for single or double occupancy at the Sheraton Sand Key Resort, the conference venue. *Please note that this rate expires at 5:00 p.m. EDT on 04/03/2020.* >

Summary of benefits for < your facility/department >:

The sessions will provide me with more knowledge of < list specific topics >.

This knowledge will enable me to handle < list a particular project or issue > with more professionalism and confidence, which will reflect favorably on < your facility/department >. I will be able to pass on much of this information to my coworkers; and my notes and copy of the presentation and handouts will be available for reference.

I hope that you will consider making this investment, not only in my professional development, but also in enhancing < name of your department / facility >’s usage of SCC’s clinical information systems and < insert something else you expect to gain, (e.g., establishing a community of practice for our department/facility) > as well.

With the current economic conditions, everyone at < name of your department / facility > is being asked to do more and control costs wherever possible. This conference is a small investment in empowering me and others involved in < list what your department does > to do even more.

Sincerely,

< Your Name >  
< Your Title >