How to Use This Justification Letter

- Review the NIWeek 2020 track description and look for common themes between your manager's/company's goals and what you can learn at NIWeek
- Read the "Common Objections" list below
- Once you've done your homework and prepared your case, customize the yellow areas and share it with your manager

Common Objections
- *Objection 1: "The conference is too expensive."*
  - Response: NIWeek 2020 can give us ideas on how to accelerate projects because it provides sessions on developer techniques, industry strategies and trends, and workflow and production process improvements. It offers a holistic view of the issues impacting engineering. With the breadth and depth NIWeek provides, I'll be able to choose content tailored specifically to the challenges I face every day, so I can more easily and quickly solve our unique problems.

- *Objection 2: "NIWeek is just like any other test and measurement conference."*
  - Response: NIWeek is the only test and measurement conference that has speakers who are driving innovation in our field, developing new best practices, adapting to new opportunities, and setting the stage on how we as a community can have a greater impact—whether that impact is on our business, our industry, or the world.

- *Objection 3: "It's too much time away from work."*
  - Response: I've come prepared with a plan of how I'll cover my responsibilities while I'm away. When I return from NIWeek, I'll share with you an executive summary of my NIWeek experience and information on emerging opportunities with key personnel (R&D, sales, and the executive team).

Hello [ENTER MANAGER'S NAME],

Have you heard the news? NI will host its 26th annual global user conference, NIWeek, in Austin, Texas, August 3–5. Registration for NIWeek 2020 has begun, and I would like your approval to attend.

This conference is dedicated to all things test, measurement, and engineering. It covers a variety of topics: developer techniques, industry strategies and trends, workflow and production processes, and much more. Unlike other conferences, NIWeek provides a practical and holistic view of the challenges engineers face today through presentations by leading innovators in our field who want to share their best practices.

This approach means I'll leave with real-world advice and practical takeaways that I can apply to our everyday challenges. Between the technical content, expert industry panels, access to NI's R&D team, hands-on workshops, and networking with thousands of engineers, scientists, and business decision makers, I plan to learn new techniques, increase my knowledge in our industry, and gather ideas to inspire solutions for our own projects. I'll also get access to most of the content presented including the sessions I'm unable to attend.

NIWeek sessions cover the following:

- Design First/ Clean Code
- Frameworks
- Abstraction Layers

- Teaching
- Aerospace, Defense, and Government Industry
- Semiconductor Industry

- Transportation Industry
- Academic Industry
- Diversity in Engineering
- And more!

Learning how [insert what you expect to learn here] will help me [insert a new skill here] on [specify a project you're working on here].

Upon my return from NIWeek, I will share takeaways, including those we can implement immediately. You can learn more about the conference at ni.com/niweek.

I've broken down the approximate cost of my attending NIWeek:
- Airfare/Travel: [$If applicable]
- Hotel: [$If applicable]
- Conference Pass: [$/Early Registration/Full Price]
- Total: [$Amount]

Thank you for considering this request.
[YOUR NAME]