

Hi **[Insert name]**,

I've been looking for a way to increase my event technology skills, and found this great course from [Smart Event Academy](#). I'm writing for permission to take the course and submit for reimbursement.

The course covers everything I need to know to manage an event – in-person, virtual, or hybrid – from an event technology perspective. It uses a mock event format to take participants through an event, from event brief through to event delivery. It even uses real event tech, so I will get some hands-on practice building out an event from start to finish.

The high-level curriculum consists of:

- Introduction and event management basics
- Event registration and communications
- Content tools and tool deployment
- Attendee networking and event exhibitors
- Delivery and event prep, travel, and metrics
- Event delivery, reporting, and wrap-up

You can view the complete course curriculum [here](#).

It's a 6-week online program, with a follow-on 90-day mentoring program (plus lifetime access to the online community). There is one live weekly call, but otherwise the program is all self-paced. This means no travel and minimal disruption to my workday.

The course has quizzes and homework requirements, and offers a certificate of completion. I think joining the program and earning the certificate will allow me to take on more complex projects and help us standardize processes.

Here's the direct link with price breakdown and other details: [click here](#)

It's a cohort-based program, and registration closes on **[insert reg close date]** so I'd love to hear back by **[insert date]**.

Thank you for considering,

**[Insert your name]**