

Justify Your Attendance

Impact 2019 is bigger and better than ever, with more labs, more certification courses, and more opportunities to interact with technical experts and share your experiences with peers.

And we want to help you get there.

That's why we've made it easy to justify the benefits of your participation and ease the approval process.

The Impact Justification Letter template simply lays out the benefits of your attendance.

We look forward to seeing you in Chicago!

Justification Letter Template

Subject: Request to Attend CyberArk Impact 2019

Dear [Decision Maker Name],

[CyberArk Impact 2019](#) takes place July 16 to 19 at the Sheraton Grand Chicago and I believe my attendance will have a significant impact on our ability to leverage existing CyberArk solutions to improve our security posture. My goal is to bring back the know-how and best practices to maximize our existing investment in CyberArk solutions.

The free conference offers four full days of education and training from the industry's leading privileged access security (PAS) experts, as well as opportunities to collaborate with CyberArk engineers and developers to build my technical skills and increase my knowledge around new PAS innovations – all of which will help to increase the value I bring to our business.

In addition to having access to CyberArk testing and certification in one place, at Impact all certification fees are waived – that means I can demonstrate and validate my competency in PAS technologies without any additional cost to the organization.

By attending I'll have access to:

- 50+ hands on labs to experiment with the latest CyberArk technologies and solutions
- 30+ breakouts with targeted content to ensure I walk away with actionable steps to make an impact on our organization
- 100+ technical experts to discuss the transformations and trends taking place in the security industry
- Up to 30 CPE credits to satisfy my CISSP requirements for one year
- Product demos from key sponsors, including one-on-one conversations to learn about new solutions that can contribute to the security of our business

There is also the added benefit of hearing first-hand from other PAS professionals through best practice sharing and case studies, which will provide additional insights to ensure we are leveraging our investment in CyberArk solutions.

The conference is free and includes meals, so the only investment required is for travel and hotel, for which CyberArk has secured favorable, discounted pricing.

Attending Impact 2019 is a real opportunity – both for the company and my career. I'll return with knowledge that I will share with the team, recommendations and ideas that will benefit the business, and make any materials available to my colleagues.

[Add standard sign off]