

Why I Need to Attend the 2019

Lean Startup Conference

Dear [Brilliant Boss],

I’d like to attend the 2019 Lean Startup Conference that runs from Wednesday, October 23, to Friday, October 25, 2019, in San Francisco, and I need your help.

You’ve probably heard ofEric Ries who wrote *The Lean Startup* and *The Startup Way* — this is the movement he started back in 2011. The conference happens once a year and is always full of informative sessions and cutting-edge keynotes on working smarter. I believe that I can bring home what I learn at this event to help us be more innovative and make even more progress.

**Amazing Speakers and Sessions**

Check out the presenters they feature: <https://leanstartup.co/2019-conference/speakers/> — It’s always an impressive, diverse group from a huge variety of industries, who share what they know in fireside chats, workshops, and keynotes. The program features practical, hands-on workshops on topics that are important to me such as:

* Conducting effective interviews to truly understand your customers
* Easy metrics and dashboards for corporate startups
* Concept design and rapid-prototyping
* Designing experiments to validate your product idea
* Intelligent growth in startups
* Innovation accounting
* Creating a culture of experimentation
* Pivoting and turning failure into success

These workshops are highly interactive and so I’ll get tons of exposure to new ways of thinking and a solid opportunity to build my circle. The full program is here for your reference: <https://leanstartup.co/2019-conference/program/>

**Good Company**

I’m sure to learn a lot from the attendees too and conference schedule is designed to maximize networking time. Attendees come from organizations like Adobe, Amazon, AOL, Capital One, Cisco, Disney, Fidelity Investments, Gannett, GE, Genentech, GFK, Google, Hewlett Packard, Intuit, LexisNexis, Microsoft, NASDAQ Private Market, National Geospatial-Intelligence Agency, National Security Agency, O’Reilly Media, United Health Group, U.S. Air Force, Pearson, Rackspace, SAP, Siemens, Steelcase, Target, Twitter, and Viacom. The attendees are an incredible mix of engineers, analysts, designers, strategists, marketers, business developers, product managers, innovation leaders, sales managers, coaches, and professors. It’s an international collection of thinkers and doers and I’m eager to get connected with them to learn more about what they are doing and bring home new ideas.

**Ticket Prices**

Here are the details on the costs: <https://leanstartup.co/2019-conference/ticket-prices/> — I really believe that the time and money I’ll spend attending the 2019 Lean Startup Conference will more than pay off when I am immediately able to help us [implement new ways of working/ build products more quickly and profitably, etc].

**You Should Attend, Too!**

Would you be interested in going? To give you an idea of the energy and excitement of the conference, check out this video with a sneak peek of what to expect this year: <https://www.youtube.com/watch?time_continue=2&v=0NoehRB1SBQ> — In it, Eric Ries shares his vision for the conference: ***“It’s not just a place to get entertained and to talk; it’s a place to really take action… to transform an organization.”***

I hope you’ll consider helping me attend.

Thank you!

Your Name ;)