

Dear < supervisor’s name >,

I would like to represent our organization at the AISAP Annual Institute this July 2020. The Annual Institute is the only gathering of Admission and Enrollment Professionals focused *solely* on the art and the science of my profession.

AISAP has gathered practitioners and experts from around the globe to educate the profession on the essential elements and aspects of the work of Admission and Enrollment. As you know, this is a critical time where the challenges and implications of success in the area of enrollment are paramount. I feel this is an excellent opportunity to learn about the latest in the independent and private school admission and enrollment community, participate in tactical training, and network with organizations and colleagues from around the world.

I plan to attend educational sessions centered around [choose: ethical behavior and best practices, legal implications and aspects of enrollment, marketing communications strategies towards enrollment, data, benchmarking, and demographic implications towards enrollment and strategy mapping, member data intelligence, in-depth product training, other]. All are designed to offer solutions we can implement immediately

Since the event is virtual this year, there are no travel and related expenses to the institute. Furthermore, AISAP has reduced the rate of this event in recognition of the present economic challenges for schools as a result of the COVID pandemic. The Annual Institute registration includes full access to the three-day event, including Cohort Group sessions (that take place during as well as throughout the year), strategy and training sessions, networking events and Affinity Group sessions where I can join others who are interested in learning and growing together. Here is the cost breakdown:

(Find pricing info at <https://na.eventscloud.com/ehome/aisap2020/registration/> and denote here:

• Institute Registration Member: < $xxx >

• Institute Registration Non Member: < $xxx >

• Institute Registration Multiple Participants from one school: < $xxx >

• Total: < $xxx >.

Thank you in advance for considering this request!

Sincerely,