

**Request for Approval - Microsoft Dynamics and Power Platform Summit**

Boss,

I’ve got a recommendation on how to increase the ROI on our technology investment and be sure we’re primed and ready to tackle the challenges as we rebound from the pandemic: [Community Summit North America](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.summitna.com%2F&data=04%7C01%7Ctriniti.burton%40dynamiccommunities.com%7C15195a938ea641589f9408d925c24052%7Ce3b19c0ea6ac4fca8baaf4271ccf624d%7C0%7C0%7C637582338495662388%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=U41hMHtx%2BCCV68Ay%2BLKnSCOmPZuRcbnhY1PFFHGhD0M%3D&reserved=0). It’s the largest independent community event for Microsoft Dynamics and Power Platform users.

How does a conference drive ROI? Glad you asked.

* **The Latest on Tech.** It’s the most efficient way to get armed with the latest Microsoft Dynamics and Power Platform developments, new tools and the best thinking. There will be more than 600 education sessions, deep dive workshops, and over 150 exhibitors.
* **Access to Experts.** Most sessions are taught by people who have deep technical expertise in the tools that we use. I will also get direct access to “Tech Medics” who can help me work on our specific issues
* **Success in the New Normal.** Covid has changed the way we work. Our technology approach needs to adapt. The conference is a great chance to connect with forward-thinking business and tech folks who are ahead of the game so I can come back with real insights to move the needle for our business.

The Summit returns to face-to-face in Houston this October 12-15. The in-person element is a huge benefit - for learning, meeting key vendors, and tapping into the heavy-hitters on the products we use and are considering. In person is just better.

*“82% of business travelers and 79% of corporate travel decision-makers say the benefits of in-person events and meetings outweigh the convenience of virtual participation”.*

- American Express Back to Blue Skies report, 5/20/21

The location was carefully screened for the strictest health and safety practices, and the organizers are implementing thorough health and safety protocols.

Is it OK to proceed?

Thank you for considering,