**The Benefits of Attendance**

***Learn Best Practices:***Stay on the cutting edge of cloud security by experiencing new enhancements, tactics, and playbooks firsthand.

***Meet the Innovators:*** Connect and converse with some of the most brilliant minds of engineering security’s latest critical innovations. Zenith Live also opens the door to see cybersecurity technology from not only Zscaler but some of the world’s leading vendors.

***Deep Dive into the Tech:***Cement your role as a security leader with thought leadership, hands-on demos, and certification-eligible training.

***Network with Industry Peers:***Hear and share lessons learned to help lead your team and your entire organisation into a secure digital future. It’s a rare opportunity to have so many revolutionary thought leaders together at one time. There will be plenty of opportunities to interact and exchange ideas with professionals who have been through challenges you may not realise you have. Zenith Live will offer a variety of formats, from social events and formal group discussions to places where you can engage in casual conversations and hands-on learning.

To help explain the value of Zenith Live to your management, we’ve provided a business justification letter template. It’s an overview of the key conference benefits and other important details that will demonstrate how beneficial attending is for you and your organisation. Simply copy and paste this letter into an email to start the conversation.

**Subject line:** Request to attend Zenith Live Melbourne 2025

Dear [Decision Maker Name],

I am requesting approval to attend Zenith Live Melbourne 2025. The conference takes place on September 16, 2025, in Melbourne, Australia, with optional customer training on September 15. Over the course of the 1-2 days I will get to experience cutting-edge training and educational sessions led by experienced industry experts covering critical cybersecurity issues and emerging threats. Attending will not only help further my technical skills but it will build my knowledge of new security innovations and best practices that can be used to help secure our organisation.

If I attend I’ll participate in:

* Hours of educational sessions that are relevant to our organisation. This year’s program includes presentations on zero trust innovation, stopping cyberattacks, and protecting data, among many others.
* Opportunities to understand the latest trends from industry leaders and guest speakers as well as learn firsthand about actual experiences from seasoned practitioners.
* Networking events that will allow me to raise our company profile and develop relationships with experts, vendors, and peers.
* Product demos and one-on-one meetings with vendors who offer technologies that might benefit our organisation.

There is also the opportunity, as a Zscaler customer, to attend pre-conference training sessions from Zscaler professionals to further my education and understanding of Zscaler products.

**Costs**
The approximate investment for my attendance is as follows (complete the information as appropriate):

Travel costs: $XXX
Accommodation: $XXX

Conference costs: The September 16th conference is free to attend, and Zscaler are also offering free training sessions Monday September 15, the day prior to the conference event. These training courses, typically valued at over $2000, will include exclusive content not normally covered outside of the event. Additionally, if I attend the training sessions I will have the option to take an exam to become certified.

Meals (2 days): Morning and afternoon tea, and lunches are covered during the main conference and during the training.

**How our organisation will benefit:**

After Zenith Live 2025 wraps up, I’ll create a quick recap that covers the key insights, useful vendor info, interesting networking chats, and a proposal for implementing new ideas that could really benefit our team.

Thank you for your consideration.
[Add standard sign off]