**Justification to Attend**

**Code for America Summit**

**May 30–June 1, 2018**

Oakland Marriott City Center – Oakland, CA

To: [Manager Name]

From: [Your Name]

Re: Approval to Attend the 2018 Code for America Summit

Dear [Manager],

I am requesting approval to attend the Code for America Summit along with a pre-Summit professional development workshop, May 30–June 1 in Oakland, CA. The price is **$995** until April 20. The price increases to **$1095** after April 21.

The 2018 Code for America Summit provides a unique, cost-effective opportunity to gain the knowledge and further develop the leadership and technology skills that are critical to [your agency’s] success in a digital world. Attending the Summit is also an excellent opportunity to put [your local government] on the map of governments effectively transitioning to serving the public through digital channels. In addition, our entire team will benefit not only from the strategies and tactics I will bring back, but from the connections to our peers across the country struggling with the same challenges we face.

The Code for America Summit is where the leaders in making government effective in a digital age go to share what’s working, what’s not working, and where we need to go next. It is an inherently cross-functional gathering; the attendees and speakers include elected officials, program managers, CTOs, CIOs and CDOs, heads and members of digital service teams, technologists, designers, data analysts, performance management leads, and many others. It’s also cross-sector, including technology leaders, civil society leaders, and forward-thinking members of the vendor community. The diversity of the Code for America Summit makes it uniquely valuable.

I believe that this experience will be the highest value for dollar professional development experience I’ll have this year. What I learn, and the peer network I will cultivate, will enable me to be more effective in my role in the coming years.

**The Details:**

**Date:** May 30 - June 1, 2018

**Hotel information:** Oakland Marriott, City Center, 1001 Broadway, Oakland, CA 94607

**Website:** cfasummit2018.com

**Pricing and Registration Contact:** [adenicuolo@govexec.com](mailto:adenicuolo@govexec.com)

**Billing/Invoicing Address:** Government Executive Media Group, 600 New Hampshire Avenue NW, Washington, DC 20037

**Tax ID/EIN:** 52-2051330

**Cost:**

|  |  |
| --- | --- |
| Non-Government Summit Rate Ticket - $995 | **Government Staff Summit Rate - $595** |
| Non-Government Summit Rate + Professional Development - $1,295 | **Government Staff Summit Rate + Professional Development - $995** |

**The 2018 Summit will be three days of keynotes, panel discussions, breakout sessions, as well as a full-day of interactive problem-solving workgroups. The program includes:**

* **Peer to Peer Presentations:** 35+ sessions with deep learning opportunities across a variety of topics critical to improving public sector impact. These talks offer immediately practical value, sharing actual projects including the approach, process, outcomes, and reflections. They’ll help you make sense of new methods, how to apply them, and how to get support, especially in a change-resistant environment.

*Examples include:*

* + Bringing human-centered design into government processes and projects
  + How to scope projects and procure software that gets more value to your users more quickly
  + Working with vendors in a user-centered, agile world
  + Building the teams you need today
  + Tapping your community as additional tech capacity
  + How to build a data dashboard in a day
  + What non-technical leaders need to know about cyber security
  + Tech basics for non-tech managers; the new “what you need to know” to lead
  + Demystifying data science
  + Change management for digital transformation in government
  + How to keep momentum and motivation when the going gets tough
  + How to structure cross-functional teams for success
  + Redefining risk as a change management technique
* **Keynotes** from industry leaders and those working to develop the tools for 21st century government.

*Highlighted speakers from the previous Summit include:*

* + Reid Hoffman, Co-Founder and Executive Chairman of LinkedIn and Partner at Greylock Partners
  + Marina Martin, Former Chief Technology Officer, US Dept. of Veterans Affairs
  + DJ Patil, Former Chief Data Scientist, United States Office of Science and Technology Policy
  + Marybel Batjer, Secretary, California Government Operations Agency

*Keynotes for 2018 include:*

* + Amy Tong, Chief Technology Officer, the State of California
  + Cecilia Muñoz, VP, New America, Former Director DPC, Obama White House
  + Raj Shah, Executive Director, Defense Innovation Unit Experimental (DIUx)
  + Jessica Kahn, former director of data systems, Medicaid, Centers for Medicare and Medicaid Services
  + Rafael Lopez, former commissioner of the Administration on Children, Youth and Families.

* **Technology Fair:** An opportunity to explore cutting edge solutions that improve public services and citizen experience. Discuss case studies from other governments, get hands-on with the technology, and collect market intelligence for your agency.
* **Professional Development Workshops:**  hands on, all-day workshops with limited seating.
  + Agile Procurement
  + Product Management 101
  + Hacking Hiring: How to Get the Right People in the Right Door
  + User-Centered Design: Design Thinking for Government Innovation
  + User Research for the Government Attendee Market
  + The Next Generation of Community Engagement
  + Delivery - Driven Policy Design

Additionally, I will submit a post-conference report for your review the week after the event. I will include possible action items with recommendations/improvements for our program. I can share this relevant information with [key personnel] upon my return.

More information including registration, costs, and sessions: [www.cfasummit2018.com](http://www.cfasummit2018.com).

Best,

[Name]

[Title, Department]