**Memo:** Request for Approval to Attend Asia Alliance from 29-30 April 2019 in Singapore.

**To:** (Manager’s Name)

**Submitted By:** (Your Name)

**Date:**

I would like to draw your attention to the great professional development, information sharing and networking opportunity at the Asia Alliance 2019 Conference. It is important that we stay current on the opportunities and challenges presented by the complex Oracle and other vendor applications that support our critical functions. Below are the reasons why my attendance at this conference is of value to our organization:

* The conference is user-driven and is packed with about 30 technical and functional sessions supported by technical code examples and handouts (all available to download after the conference), expert panels, and Oracle product updates.
* The sessions are based on the core applications and tools we utilize in our work on a daily basis including:
	+ Big data/predictive analytics related
	+ CRM related
	+ Facilities Management related
	+ Financial Management related
	+ Human Capital Management related
	+ Oracle Future Roadmap
	+ Oracle PeopleSoft Campus solution
	+ Oracle PeopleSoft Technical
	+ Research Management related
	+ Student Services Management related
	+ Talent Management related
	+ Others
* Like every year, Asia is a great value at the early bird registration rate for Institutional Members (only $300 USD). Other conferences with less to offer cost twice as much.
* It provides the opportunity to establish valuable contacts with over 150 professionals, peers and vendors.
* Registration will open on 22 January 2019. Signing up before 1 April 2019, will save $50 off the regular registration rate!

Asia Alliance 2019 provides opportunities for deep and specific training for staff along with a broad range of conference sessions.

Thank you in advance for considering this. I would be happy to respond to any questions not addressed above.

Visit the link below to find out more:

https://www.heug.org/p/cm/ld/fid=3068

Derry Fong

The Hong Kong University of Science and Technology
Asia Alliance 2019 Conference Chair
Asia HEUG Board of Directors Representative