



21 March, 2017

Dear Sir or Ma'am,

This letter is to request the absence of _____ on September 15. _____ is hoping to attend Upstate Social Sessions in Rochester, and we were really hoping they could make it. Before we even explain what Upstate Social Sessions is, let's talk about how great _____ is. Remember that one project where _____ (with the assistance and support of their awesome coworkers, obviously) absolutely knocked it out of the park? We're talking undefeated startup-office ping pong champ, a like AND a comment on the same Instagram, 3 stars on every level of angry birds - level of knocking it out of the park. We remember it, too. And so does everyone at the office. We know what you're thinking; "_____ consistently does that, which instance are you speaking of?". Any of them. Any of the instances. _____ is a phenomenal asset to _____ and we think we can help turn _____ (and your) "liked" tweets into quoted tweets where the quoter adds something like "wow, so true. great content". And that's what we all yearn for after all, right?

So what is Upstate Social Sessions?? Upstate Social Sessions is a day to inspire and educate the community on the value of social media in our personal and professional lives. It's a day-long conference featuring national and local professionals who've proven social prowess in their field. The day will consist of panels, keynotes, and plenty of tweets, posts and 'grams. (Also, food.) Essentially, it's the type of day that makes you wish a snapchat lasted longer than 10 seconds. It's one of those things that you have to post about on Facebook because you can't describe it in 140 characters. It's the ultimate #followfriday and it would be great (for you, _____, and us) if we could include _____ on that tweet.

If you have any questions or concerns, please don't hesitate to DM us. We're on Twitter and Instagram at @upstatesocial and we'd love to hear from you. If you want to join _____ at the conference, we can definitely save you a seat (and a tweet).

Prayer Hand Emoji,
Upsate Social Sessions 2017 Team