Right of Boom
“Convince Your Boss” Kit

Thanks for Considering our Event!

We want to help you make the case! To make this as personal as possible, we’ve included several variations of letters, depending on your job role. Use any letter, or assemble your own from our version(s). We’ve also added an email template as well as a benefits “cheat sheet” to help make your case. Feel free to share this with any teammates that may also want to attend as well ;)

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Executive Summary Justification Letter – Right of Boom 2026

Dear [Manager/Supervisor's Name],

I am requesting approval to attend **Right of Boom 2026** (February 3–6, 2026, MGM Grand Las Vegas), the premier MSP/MSSP cybersecurity conference. The event combines **certification workshops, Black Hills Information Security (BHIS) courses, and breakout sessions** that will directly enhance my skills, certifications, and CPE credits.

Business Value

- **Direct ROI:** Training provides immediately applicable skills in compliance, privacy, incident readiness, and AI security.
- **Cost Efficiency:** Multiple certifications and advanced training at one event, minimizing separate course costs.
- **Client & Partner Assurance:** Certifications and CPEs reinforce our commitment to protecting data, meeting compliance standards, and improving resilience.
- **Competitive Differentiator:** Recognized certifications plus BHIS training will strengthen our credibility with clients and insurers, including AI Automation.
- **Actionable AI Training and Use Cases:** Relevant content including AI Automation in Cybersecurity, M365 Copilot AI Security, and Building Secure Intelligent Agents in Microsoft Copilot Studio Workshop

Estimated Costs

- Airfare: $300
- Transportation: $40
- Hotel: $180 per night
- Meals: Included
- Conference & Workshops: $550
  Total Investment: $_____

Right of Boom 2026 offers a concentrated opportunity to gain **four certifications, advanced BHIS training, and 24 CPEs** in a single week. The knowledge and credentials will directly improve our security capabilities, compliance posture, and client trust.

Thank you for considering this request.

Sincerely,

[Your Name]
[Your Title]

Letter from a Business/Technical Hybrid Role

Dear [Manager's Name],

I'm writing to formally request approval to attend **Right of Boom 2026**, the leading cybersecurity and resilience conference for Managed Service Providers (MSPs) and Managed Security Service Providers (MSSPs). The event takes place February 3–6, 2026 at the MGM Grand in Las Vegas and is specifically designed to address the evolving cybersecurity, operational, and business challenges faced by service providers like ours.

Right of Boom offers a unique blend of **hands-on technical training**, **strategic business sessions**, and **peer networking** that directly align with our company's goals of strengthening our security offerings and driving sustainable growth. Key benefits of attending include:

- **Advanced Cybersecurity Skills**
  I'll participate in certification tracks and technical workshops focused on real-world threats, incident response, SaaS security, and operationalizing security frameworks—skills I can immediately apply to improve our security posture and service delivery.
- **Actionable Best Practices from Industry Leaders**
  Sessions are led by CISOs, MSP executives, and cybersecurity experts who share proven playbooks for pricing, packaging, and positioning security services. This will help us enhance both our technical execution and revenue strategies.
- **Emerging Threat Intelligence**
  The agenda includes deep dives into current threat trends, regulatory shifts, and practical ways to translate threat intelligence into service improvements—keeping us ahead of evolving risks and better prepared to protect our clients.
- **Community and Partnerships**
  Right of Boom brings together top MSPs, MSSPs, vendors, and security innovators. The networking and knowledge sharing will help us benchmark our practices against peers and explore strategic vendor relationships that could strengthen our stack.

The investment in registration, travel, and time away from the office will provide **significant ROI** through improved operational capabilities, expanded security expertise, and insights that can influence our go-to-market strategy for cybersecurity services.

I would be happy to provide a post-conference debrief, including key takeaways and actionable recommendations to benefit the entire team.

Thank you for considering this request. Attending Right of Boom 2026 represents a valuable opportunity to sharpen my skills, bring back best practices, and help our organization stay ahead in an increasingly complex cybersecurity landscape.

Sincerely,
[Employee's Name]
[Title]
[Department]

Letter from an Analyst / Engineer

Dear [Manager's Name],

I'm requesting approval to attend **Right of Boom 2026**, the leading cybersecurity and resilience conference for MSPs and MSSPs, taking place February 3-6, 2026 at the MGM Grand in Las Vegas. This event is uniquely focused on **practical, real-world security operations**, making it directly relevant to my role and to our team's mission of protecting client environments.

The conference offers **technical certification tracks and CPE-eligible training** that will strengthen my skills in critical areas such as:

- **Advanced SaaS Security Operations** — creating and tuning detection rules, responding to alerts with precision, and eliminating false positives.
- **Threat Detection & Incident Response** — leveraging real Indicators of Compromise (IOCs), building detection logic in real time, and refining our response playbooks.
- **Microsoft Secure Score & Policy Enforcement** — operationalizing Conditional Access and Intune to improve client security posture.
- **Security Automation & API Integration** — extending detection and response through modern tooling to reduce manual workload.

By earning **CPE credits** and completing these certification tracks, I'll be able to immediately apply what I learn to **improve our alert handling, tighten defenses, and operationalize security frameworks**—helping us reduce risk and deliver stronger outcomes for clients.

Additionally, Right of Boom provides access to **current threat intelligence**, peer discussions with other MSP security teams, and exposure to emerging tools. These insights will help us benchmark and refine our approach against industry best practices.

The investment in attending will deliver clear ROI through improved operational efficiency, upskilled internal capabilities, and enhanced service quality for our clients. I'll share key takeaways and implementation ideas with the team after the event.

Thank you for considering this request. Attending Right of Boom 2026 will directly strengthen our frontline defense and help me contribute even more effectively to our security operations.

Sincerely,
[Employee's Name]
[Title]
[Department]

Letter for a vCISO or Service Lead

Dear [Manager's Name],

I'd like to request approval to attend **Right of Boom 2026**, the leading cybersecurity and resilience conference for MSPs and MSSPs, taking place February 3-6, 2026 at the MGM Grand in Las Vegas. This event brings together top security leaders, MSP executives, and industry experts to address the evolving intersection of **cybersecurity strategy, service delivery, and business growth**—which aligns directly with my responsibilities as [job title here].

Right of Boom offers a combination of **executive-level sessions**, **certification tracks**, and **CPE-eligible training** that will help strengthen both our security practice and go-to-market strategy. Key benefits include:

- **Strategic Service Development**
  Sessions focus on how MSPs are pricing, packaging, and operationalizing security offerings to meet client demand, comply with regulatory changes, and scale profitably. These insights will inform how we evolve and position our own services to stay competitive.
- **Threat Landscape & Regulatory Intelligence**
  I'll gain up-to-date intelligence on emerging threats, legal obligations, and frameworks (e.g., NIST, CIS, regulatory shifts) to ensure our strategies remain proactive and aligned with market and compliance requirements.
- **Certifications & Professional Development**
  The event offers CPE credits and technical certification opportunities, ensuring I maintain and grow leadership credentials such as CISSP/CISM while staying current on operational realities and emerging technologies.
- **Peer and Partner Engagement**
  The conference is a hub for strategic networking—connecting with other security leaders, solution vendors, and forward-thinking MSPs to explore partnerships and benchmark our maturity against top peers.

Attending Right of Boom 2026 will provide **strategic intelligence and leadership development** that can be directly applied to enhance our cybersecurity services, refine our positioning, and guide our team's direction. I will share key takeaways, frameworks, and actionable recommendations with the leadership team upon return to ensure the organization benefits fully from this investment.

Thank you for your consideration.

Sincerely,
[Employee's Name]
[Title]
[Department]

Letter for Sales / Legal / Business Growth

Dear [Manager's Name],

I'm requesting approval to attend **Right of Boom 2026**, the premier cybersecurity and resilience conference for MSPs and MSSPs, taking place [insert dates] at the MGM Grand in Las Vegas. This event is uniquely positioned at the intersection of **cybersecurity, business strategy, and client success**, making it highly relevant to our sales, legal, and growth objectives.

Right of Boom focuses on how MSPs can **package, price, and position cybersecurity services** to drive sustainable revenue, reduce legal exposure, and strengthen client trust. Key outcomes of attending include:

- **Revenue Growth & Market Differentiation**
  Sessions will explore proven frameworks for bundling and selling security services, aligning value to business outcomes, and differentiating in a crowded MSP market. I'll gain insights into pricing models, sales strategies, and client messaging that can help us increase close rates and expand recurring revenue.

- **Risk Mitigation & Legal Preparedness**
  The event includes legal and compliance-focused sessions addressing liability in the event of client breaches, evolving regulatory obligations, and best practices for contracts, SLAs, and risk transfer. These insights are critical to ensuring our service offerings are both competitive and defensible.

- **Strategic Partnerships & Ecosystem Expansion**
  The conference convenes top MSPs, cybersecurity vendors, and thought leaders, offering opportunities to identify new technology partners, co-marketing avenues, and potential revenue-sharing relationships that align with our growth strategy.

- **Professional Development & Credibility**
  Attendees can earn **CPE credits** and relevant certifications, reinforcing our team's credibility with clients and partners while staying current on emerging security and regulatory trends.

The knowledge and connections gained from Right of Boom 2026 will directly support **business growth, legal risk management, and strategic positioning**—ultimately helping us win more deals, structure more resilient service offerings, and protect both our organization and our clients.

Thank you for considering this request.

Sincerely,
[Employee's Name]
[Title]
[Department]

Email to Your Boss

Subject: Business Case for Attending Right of Boom 2026

Dear [Manager's Name],

I'd like to request approval to attend **Right of Boom 2026**, the premier cybersecurity and resilience conference for MSPs and MSSPs, taking place February 3–6, 2026 at the MGM Grand in Las Vegas. The event combines **hands-on technical training**, **strategic business sessions**, and **certification opportunities** that directly support both my professional growth and our organization's cybersecurity goals.

By attending, I can earn **CPE credits** toward maintaining industry certifications (e.g., CISSP, CISM) while completing technical certification tracks on advanced SaaS security operations, threat detection, policy enforcement, and security automation. These skills and credentials will help strengthen our internal security capabilities and reduce the need for external training.

Right of Boom also delivers actionable intelligence on emerging threats, regulatory shifts, and service packaging strategies—insights I can bring back to improve our offerings and operational maturity. Additionally, the event provides access to a high-value peer and vendor network to explore partnerships and benchmark against top MSPs.

The investment in registration and travel will deliver clear ROI through enhanced skills, certifications, and strategic knowledge that benefit the entire team. I'll provide a post-event debrief with key takeaways and recommendations.

Thank you for your consideration,
[Employee's Name]
[Title]
[Department]

Selling Points for Right of Boom 2026

Key Training & Certifications

- **Microsoft Intune Certification** – Endpoint and mobile device management.
- **Microsoft Copilot for Security Certification** – AI governance and secure deployment.
- **CIPP (Certified Information Privacy Professional)** – Data privacy and compliance.
- **SaaS Alerts Certification** – SaaS monitoring and incident response.
- **Three BHIS Courses (John Strand & team)** – AI Automation in Cybersecurity, Pen Testing & Incident Response certifications.

CPE Credits

- **Up to 24 CPE credits** from two days of breakout sessions (technical + business tracks).

Executive Workshops

Building a vCISO practice workshop with industry expert Brian Blakely - The vCISO model is no longer a “nice-to-have” for MSPs — it’s a critical growth engine and competitive differentiator. ($199 add-on)
CMMC for Managed Service providers workshop with industry leaders Scott Edwards and Joy Beland of Summit7.
Cybersecurity Governance for MSPs workshop where you will learn how to build and scale internal cybersecurity governance that strengthens resilience, drives efficiency, and gives your MSP a competitive edge.

Featured Cybersecurity Speakers

Sounil Yu, John Strand, Jason Garbis, Wes Spencer, Brian Blakley Chip Buck, Emilyann Fogarty, Kyle Hanslovan, Karl Bickmore, Kelvin Tegelaar, Matt Lee