

Adobe MAX 2026 Professional Development Proposal

I am requesting approval to send our three ASI marketing student employees to Adobe MAX 2026 in Miami Beach, Florida, from November 10–12, 2026. The total funding request is \$5,698.90, covering airfare, hotel accommodations, conference registration, food, transportation between the airport and hotel, and incidentals.

The graphics and marketing team has generated some revenue through contract work. I would like to request to reinvest a portion of that revenue in the students who helped produce the work. Using these funds for professional development creates a direct connection between the students' contributions and their continued professional growth.

Adobe MAX provides professional development for graphic designers, marketers, content creators, and other creative professionals. Students will have access to expert-led sessions, hands-on labs, current Adobe tools, emerging design practices, and real-world examples from the creative industry.

Attendance at Adobe MAX would benefit our students and ASI in several areas:

- **Marketing growth:** Students will learn current approaches to branding, visual storytelling, content creation, and campaign development that can strengthen ASI's marketing efforts.
- **Graphic design development:** Students will improve their skills in areas such as layout, typography, accessibility, motion graphics, and digital production.
- **More efficient workflows:** Training in Adobe applications and responsible uses of generative AI can help students streamline repetitive tasks, improve project organization, and complete assignments more efficiently.
- **Industry connections:** Students will connect with peers and professionals in the creative industry, exchange ideas, and gain a better understanding of current professional expectations.
- **Professional leadership:** Attending the conference will give students an opportunity to represent ASI professionally, take responsibility for their learning, and continue developing skills that will support their future careers.

Supporting this opportunity aligns with ASI's responsibility to help students develop into professional leaders. It will provide our marketing students with technical knowledge, professional exposure, and leadership experience that can strengthen their work at ASI and prepare them for future opportunities.

Budget

- Round-trip airfare from LAX to Miami: \$388 per student × 3 students = \$1,164
- Hotel accommodations for four days: \$1,019 per room × 2 rooms = \$2,038
- Adobe MAX registration: \$399 per student × 3 students = \$1,197
- Travel subtotal: \$4,399
- Incidentals: 10% of \$4,399 = \$439.90
- Round-trip transportation between the airport and hotel: \$80
- Food: \$65 per day × 4 days × 3 students = \$780
- Total funding request: \$5,698.90

I respectfully request approval to invest \$5698.90 to send our three marketing student employees to Adobe MAX 2026. This investment will support their professional growth, strengthen ASI's marketing capabilities, and connect our students with peers and professionals in the creative industry.