To:

From:

I’d like to attend Forrester’s B2B Summit North America event on May 2–4 in Austin, Texas. The B2B Summit provides three full days of data-driven best practice research, the unveiling of new innovations across the B2B space, and networking with an elite community of sales, marketing, and product leaders. I will attend sessions that are directly applicable to improving our operational processes and driving revenue in the year ahead. Upon my return, I’ll apply the techniques and ideas I learned from my peers to benefit our company.

B2B Summit is the most intensive learning experience that gets us the highest return on our investment, and this year’s event will provide opportunities to learn how Forrester can energize our business and explore expanded capabilities. The conference contains general sessions that reveal the latest B2B research and insights, intimate breakout sessions with Forrester analysts on niche topics, and customer case study presentations — all focused on operationalizing growth strategy.

In these times when we’re focused on getting the most out of what we have, I think we must learn from other successful customers and apply their experiences to our operations. Here are three of our projects that would benefit from what I’ll bring back from Summit:

• [add project or initiative] • [add project or initiative] • [add project or initiative]

This event will also give me a chance to meet and engage with some of our technology partners. The B2B Summit Marketplace is a one-stop shop where I can discuss technology, learn about extended capabilities, and pick up new ideas to drive greater productivity from our implementation.

Here’s an approximate breakdown of conference costs:

* Airfare: $
* Transportation: (round-trip taxi from airport to hotel) $
* Hotel: four nights at $240–$289 per night = $
* Registration fee: $3,095 (standard client rate)/$3,295 (standard non-client rate)

**Total:** $

I’m currently looking into ways to reduce my expenses, including airfare specials, hotel discounts, ride-sharing, and meals with vendors. Also, if we attend as a team, we can get five tickets for the price of four.

This conference will deliver great ROI. I’ll learn how to better implement, operationalize, and justify our business initiatives, with the confidence that the information I’m receiving is from proven, fact-based operational intelligence. I’ll also develop and strengthen contacts with B2B experts and gain knowledge to drive more leads, improve lead conversion, and align sales with marketing. This will pay off in streamlined practices, proven solutions, and a new network of peers to call upon for ideas or help with problem-solving.

I’ll submit a post-conference report that will include an executive summary, important takeaways, tips, and a set of recommended actions to take to maximize our current investment. Additionally, I can share relevant information on emerging opportunities with key personnel in marketing, sales, and the executive team.

Thank you for considering this request. I look forward to your reply.

Regards,