To:

From:

I would like to attend Forrester’s B2B Summit North America on May 5–8, 2024, in Austin, Texas. I will attend sessions that are directly applicable to helping us keep pace with B2B marketing, sales, and product trends and best practices amid the rapid pace of change and disruption.

This year’s Summit will provide strategies to help me evolve our traditional B2B approaches to break through barriers and adapt to buyer and sales cycle shifts. The event will offer new insights on customer experiences, provide strategies for functional alignment, and reveal new ways to use data, technology, and AI to drive business growth and optimize revenue operations.

The Summit contains more than 100 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 a B2B growth strategy. This year, the event will comprise of seven key tracks: differentiate your strategy to drive growth; orchestrate comprehensive buyer and customer experiences; drive revenue transformation across the customer lifecycle; evolve traditional go-to-market approaches; drive scale with data and technology; activate buyer and customer insights; and reinvent leadership, skills, and teams. There are also sessions to help me target our use of generative AI.

In these times when we’re focused on advancing our current strategies to gain a more competitive posture, I think we can benefit from learning what research is telling us about the B2B best practices that we can apply to stay competitive. 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 provide a chance for me to meet and engage with some of our technology partners. In addition, Forrester’s deep bench of proprietary frameworks and models will be shared, along with action items that I can take to make immediate impact after the event. I’ll also have the chance to meet one on one with a Forrester analyst to get perspective on our specific initiatives.

Here’s an approximate breakdown of conference costs:

Airfare: $

Transportation (round-trip taxi from airport to hotel): $

Hotel: four nights at $\_\_\_ per night = $

Individual registration rates:

$3,895 standard client rate

$4,095 standard non-client rate

Total: $

I’m currently looking into ways to reduce my expenses, including airfare specials, hotel discounts, ridesharing, and meals with vendors. Also, if we attend as a team, we can get five tickets for the price of four. Finally, I’ll have access to the digital recordings from the Forrester sessions after the event so I can dive into anything that I might miss onsite.

This year’s Summit will deliver great ROI. I’ll learn how to better implement, operationalize, and justify our marketing, sales, and product initiatives, with the confidence that the information I’m receiving is from proven, fact-based operational intelligence. I’ll also develop and strengthen connections 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 investments. Additionally, I can share relevant information on emerging opportunities with key personnel in marketing, sales, and the executive team.