To:

From:

I would like to attend Forrester’s **CX Summit North America** from **June 17–20, 2024**, in **Nashville, Tennessee**. I will attend sessions directly applicable to driving customer value and revenue with CX, digital, and marketing strategies. Not only will I learn new techniques to drive customer loyalty, but I'll also get Forrester’s research-led insights on how and where to integrate generative AI.

This year’s Summit will provide opportunities for me to gather Forrester strategies to improve and measure customer and employee experiences with strong CX, digital, and marketing alignment. With 60+ role-based, keynote, breakout, and case study sessions, I can focus my learning on our company's specific needs.

This year, the event will comprise seven key tracks: the future of humans + AI; analytical alchemy: transform data into value; human-centered AI-ready leadership; better together: CX + digital + marketing; AI everywhere; deliver experiences at digital speed; and the genAI trust imperative. In addition, Forrester will deliver eight impactful keynote presentations.

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 allow me to meet one-on-one with a Forrester analyst to get perspective on our CX plans and initiatives. In addition, Forrester will share its deep bench of proprietary frameworks and models along with action items I can take to make an immediate impact after the event.

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, ride-sharing, 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 I might miss onsite.

This year's Summit will deliver significant ROI. I'll learn how to transform data into value; build high-performing teams; align CX, digital, and marketing efforts; and design and deliver personalized experiences at digital speed. I'll also explore ways to embrace AI with trust. The information I receive will be from proven fact-based operational intelligence. I'll also develop and strengthen connections and gain knowledge to prepare for shifts in the traditional customer lifecycle.

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 the executive team and key personnel in marketing and sales.

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

Regards,