TEAM JUSTIFICATION LETTER

To:

From:

I want to bring my team to Forrester’s B2B Summit North America event **March 31-April 3, 2025 in Phoenix, Arizona**. We will attend sessions directly applicable to improving our operational processes and driving B2B revenue this year.

B2B Summit will provide opportunities for our team to gather Forrester insights, strategies, and skills so we can close our skill gaps and bring even more value to the business. It will feature 50+ interactive 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.

By attending as a team, we will have several opportunities to schedule one-on-one meetings with Forrester analysts to gather specific guidance on enhancing our value to customers to help us sustain growth and revenue in today’s volatile market.

Attending as a team also gives our company a range of benefits.

* First, it allows us to increase the skills and capabilities of our marketing organization while giving team members a chance to nurture the skills that most interest them. It also will help us to break down silos and work more effectively across functions.
* Second, attending as a team helps us to reduce our training budget because Forrester offers team discounts that allow us to **register five team members for the price of four** — that’s a 20% savings for our company.
* And third, it helps my team with career development. In these times when we’re focused on getting the most out of what we have, attending B2B Summit will allow us to learn best practices from other successful customers and apply their experiences to our operations.

**Here are three of our projects that would benefit from team attendance at Summit:**

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

This event will allow our team 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 I can take to make an immediate impact after the event.

I’m currently looking into reducing my team’s expenses, including airfare specials, hotel discounts, ridesharing, and meals with vendors.

Here are the names of the team members (including myself) who will be attending:

* Name
* Name
* Name
* Name
* Name

 Here’s an approximate breakdown of conference costs with applied team discounts:

* Airfare: $
* Transportation (round-trip taxi from airport to hotel): $
* Hotel: four nights at $\_\_\_ per night = $
* Team registration discounted costs (five tickets for the price of four — 20% team savings):
	+ $14,380 for 5 client tickets ($6,595 in savings)
	+ $15,180 for 5 non-client tickets ($6,795 in savings)

**Total cost:** $ \_\_\_\_\_\_\_\_

Finally, our team members who attend will have access to the digital recordings from the Forrester sessions after the event so we can continue to build skills and share insights.

This year’s Summit 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 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.

Our team will submit a post-conference report with an executive summary, important takeaways, tips, and a set of recommended actions to maximize our current investments. Additionally, we 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,