To:

From:

I would like to attend Forrester’s B2B Summit North America on**March 31-April 3, 2025** **in Phoenix, Arizona**. I will attend sessions that are directly applicable to improving our operational processes and driving revenue in the year ahead.

The upcoming Summit will provide opportunities for me to learn how Forrester can energize our business and explore expanded capabilities. The Summit features 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. This year, the event will be comprised of eight key tracks: routes to market, planning and operations, buyer and customer insights, technology and data, leadership skills, revenue processes, ingenuity and innovation, and customer trust. In addition, there will be 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 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.

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:
  + $4,195 standard client rate
  + $4,395 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 I might miss on-site.

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.

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.

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

Regards,