**To:**

**From:**

I would like to attend Forrester’s CX Summit APAC on **August 18, 2025, located in Sydney.** This event is tailored for CX, digital business, and marketing leaders, offering actionable strategies and tools to shape the future of our customer experience initiatives.

CX Summit will focus on what Forrester calls the Total Experience where brand and customer experience converge like never before. The event features keynotes, analyst-led discussions, case studies, and industry networking opportunities offering actionable insights to address CX challenges. These interactive sessions will allow me to engage deeply with the materials and apply what I learn in real time.

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

• [Add project or initiative]

• [Add project or initiative]

• [Add project or initiative]

This event will provide a chance for me to meet one-on-one with Forrester analysts and gather unbiased, evidence-based research to bring back to our organization. I can also engage with some of our technology partners. In addition, Forrester’s extensive library of proprietary frameworks and models will be shared along with steps that I can take to make immediate impact after the event.

Below is an estimated breakdown of the event costs:

* **Airfare:** $\_\_\_\_
* **Transportation (round-trip airport to hotel):** $\_\_\_\_
* **Hotel (two nights at $\_\_\_\_ per night):** $\_\_\_\_
* **Individual registration rates:**
  + Super early-bird rate (register by May 7): $899 AUD (client); $999 AUD (non-client)
  + Early bird (register by May 30): $1,199 AUD (client); $1,299 AUD (non-client)
  + Standard rate: $1,599 AUD (client); $1,699 AUD (non-client)

**Total estimated cost:** $\_\_\_\_

To manage expenses, I will explore discounts on travel and accommodations. Additional savings come with complimentary access to session recordings for post-event review or team-sharing opportunities.

Attending the CX Summit will provide me with the tools, insights, and connections needed to operationalize cutting-edge CX strategies, enabling us to drive customer satisfaction, loyalty, and measurable growth. I will ensure that the investment delivers ROI by creating a comprehensive post-event report with key takeaways, recommended actions, and tailored insights relevant to our initiatives.

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

Sincerely,

[Your Name]