**To:**

**From:**

I want to bring my team to Forrester’s CX Summit APAC on **August 18, 2025, in Sydney**. Attending this event will help us refine our customer experience strategies, leverage emerging technologies, and optimize our digital business operations to deliver impactful results.

CX Summit offers opportunities for our team to gain personal access to industry experts and Forrester analysts, as well as to participate in hands-on workshops and onsite certifications — all tailored to enhance the customer experience. This year’s theme, “the total experience,” aligns perfectly with our current initiatives to create seamless journeys and deliver innovative yet practical solutions for our customers. Sessions will reveal unbiased, evidence-based strategies to optimize CX, digital, and marketing initiatives. It will also provide insights and tools to help us measure and act on every aspect of the customer relationship, ensuring that we maintain a competitive edge.

By attending as a team, we’ll access the following benefits:

* First, it allows us to increase the skills and capabilities of our team while giving team members a chance to nurture the skills that most interest them. It also will help us break down silos and work more effectively across functions.
* Second, attending as a team helps us reduce our training budget, with Forrester offering team discounts that allow us to register three team members for the price of two.
* 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 CX Summit will allow us to learn best practices from other successful CX leaders and apply their experiences to our priorities.

Here are some of our key initiatives that would benefit from our participation at CX Summit:

* [Add project or initiative]
* [Add project or initiative]
* [Add project or initiative]

This event will also allow us to meet one on one with analysts, engage with key technology partners, and learn best practices from award-winning organizations recognized for customer-obsessed strategies. These insights are critical for improving our customer experience outcomes by exploring what’s working in the industry.

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

• Name

• Name

• Name

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

Here’s a breakdown of the expected costs with applied team discounts:

* **Airfare:** $\_\_\_\_\_
* **Transportation:** $\_\_\_\_\_
* **Hotel (four nights at $\_\_\_\_\_ per night):** $\_\_\_\_\_
* **Team registration discounted costs (three tickets for the price of two):**
* $1,800 AUD for three client tickets ($600 AUD per ticket)
* $2,001 AUD for three non-client tickets ($667 AUD per ticket)

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

Attending CX Summit together will enable our team to better align with current trends, implement innovative strategies, and elevate our customer experience delivery. We plan to provide a post-event report summarizing key takeaways, proposed action plans, and insights for cross-functional application within our organization. This ensures knowledge sharing and maximized ROI for our attendance.

Thank you for considering this request. I am confident that this investment will empower us to make data-driven decisions and create customer experiences that set us apart. I look forward to discussing this opportunity further with you.

Sincerely,

[Your Name]