To:

From:

I’d like to attend **Forrester’s B2B Summit EMEA** on **6–8 October 2025** in **London**. The event offers actionable insights to enhance our operational processes and drive revenue growth.

The Summit will feature the latest B2B research, interactive sessions, analyst-led breakouts, and customer case studies. This year’s theme, “Master Buying Mayhem,” focuses on buying networks and their impact on customer behaviour — key insights for our business.

Given our focus on maximising resources, learning from successful customers is essential. I’ll bring back valuable strategies to benefit these three projects:

• [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: €\_\_\_\_\_ per night**
* **Individual registration rates:**
	+ Super early bird rate (register by 25 June): €1,995 (client); €2,195 (non-client)
	+ Early bird rate (register by 17 July): €2,295 (client); €2,495 (non-client)
	+ Standard rate: €2,695 (client); €2,895 (non-client)

**Total estimated cost: €\_\_\_\_\_**

I’m exploring ways to cut costs, including airfare deals, hotel discounts, ridesharing, and vendor-sponsored meals. If we attend as a team, we can secure three tickets for the price of two. Plus, I’ll have access to session recordings, allowing me to review anything I miss on-site.

This year’s B2B Summit offers strong ROI. I’ll gain actionable insights to implement and justify business initiatives confidently, drawing from proven, fact-based intelligence. The event will help improve lead generation, lead conversion, and sales-marketing alignment while connecting me with B2B experts for solutions and collaboration.

Post-conference, I’ll deliver a report with key takeaways, action steps, and emerging opportunities. I’ll also share insights with marketing, sales, and executive teams to maximise current investments.

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

Regards,