To:

From:

I want to bring my team to **Forrester’s B2B Summit EMEA** on **6–8 October 2025** in **London**. We will attend sessions directly applicable to improving our operational processes and driving B2B revenue this year.

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.

By attending as a team, we will have opportunities to schedule one-to-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.

1. **Skill Development & Collaboration**: It enhances our marketing team’s skills, nurtures individual interests, and fosters cross-functional collaboration by breaking down silos.
2. **Cost Savings**: Forrester’s team discounts let us register three members for the price of two, reducing our training budget.
3. **Career Growth & Best Practices**: It supports career development by exposing us to best practices from successful customers, enabling us to apply their insights to our operations for maximum efficiency.

**Here are three of our projects that would benefit from team attendance at B2B 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 points I can take to make an immediate impact after the event. 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. Following is an approximate breakdown of conference costs with applied team discounts:

* **Airfare: €\_\_\_\_\_**
* **Transportation (taxi from airport to hotel): €\_\_\_\_\_**
* **Hotel: €\_\_\_\_\_ per night**
* **Team standard registration discounted costs (three tickets for the price of two):**
  + €3,991 for 3 client tickets
* €4,391 for 3 non-client tickets

**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 B2B Summit offers exceptional ROI. I’ll gain proven, fact-based insights to confidently implement, operationalise, and justify our business initiatives. I’ll also build connections with B2B experts, acquire strategies to drive leads, improve conversions, and align sales with marketing. The result? Streamlined practices, effective solutions, and a strong network of peers for collaboration and problem-solving.

Our team will provide a post-conference report with an executive summary, key takeaways, actionable tips, and recommendations to optimise current investments. We’ll also share relevant insights on emerging opportunities with stakeholders in marketing, sales, and leadership.

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

Regards,