**Subject:** Request To Send Team To Forrester’s B2B Summit North America 2026

Dear [Insert Name],

I’d like to request approval to bring our team to **Forrester’s B2B Summit North America**, taking place **April 26–29, 2026**, in Phoenix, Arizona. This event is a premier gathering of B2B marketing, sales, product, and customer leaders, and it offers a unique opportunity for our team to gain actionable insights that will help us accelerate growth and improve operational efficiency in the year ahead.

B2B Summit will provide opportunities for our team to gather Forrester insights, strategies, and skills to close capability gaps and bring even more value to the business. The event features exclusive Forrester research, hands-on workshops, and roundtables that address today’s most pressing B2B challenges — all focused on operationalizing growth strategy.

We can also schedule one-on-one meetings with Forrester analysts, allowing us to gather tailored guidance on enhancing our value to customers and sustaining growth in today’s volatile market.

**Team attendance offers several benefits:**

* **Skill development**. Team members can deepen expertise in areas most relevant to their roles while gaining exposure to new ideas and best practices.
* **Cross-functional collaboration**. Attending together helps break down silos and foster alignment across marketing, sales, and product functions.
* **Cost efficiency**. Forrester offers a team discount — five tickets for the price of four — which translates to a 20% savings for our company.
* **Career growth**. Team members will learn directly from successful customers and industry leaders, bringing back proven strategies we can apply immediately.

**Here are three initiatives that would benefit from team attendance:**

* [Insert initiative or project name]
* [Insert initiative or project name]
* [Insert initiative or project name]

This event will also allow our team to engage with technology partners and gain access to Forrester’s proprietary frameworks and models, along with learning actionable takeaways to implement right away.

I’m currently exploring ways to reduce our expenses, including airfare specials, hotel discounts, ridesharing, and vendor-hosted meals.

**Team Members Attending**

* [Name]
* [Name]
* [Name]
* [Name]
* [Name]

**Estimated Costs With Team Discount (Super-Early-Bird Pricing Before Dec 31, 2025):**

* Airfare: $\_\_\_\_
* Transportation (round-trip): $\_\_\_\_
* Hotel (4 nights at $\_/night): $\_\_\_\_
* Registration:
  + $11,180 for five client tickets at early-bird pricing
  + $11,980 for five nonclient tickets at early-bird pricing

Total: $\_\_\_\_

All team members will have access to digital recordings of the sessions after the event, allowing us to continue building skills and sharing insights across the organization.

This year’s Summit will deliver strong ROI. Our team will return with actionable strategies to better implement, operationalize, and justify our business initiatives — backed by proven, fact-based operational intelligence. We’ll also strengthen our network of B2B experts and gain knowledge to drive more leads, improve conversion, and align sales with marketing.

We’ll submit a postconference report with an executive summary, key takeaways, and recommended actions to maximize our current investments. We’ll also share relevant insights with marketing, sales, and executive leadership.

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

Best regards,