Dear *[insert name]*,

I would like to attend **Forrester's CX Sydney 2017 Forum**. I have reviewed the forum agenda, list of analysts in attendance, and the list of sponsoring companies. I feel that the return on investment would be a major benefit, as the event directly aligns to the priorities of our department including *[insert top priorities here]*.

It's an excellent value for the level of immersive education it offers, I will be able to:
- Choose from 20+ sessions presented by Forrester and industry experts
- Hear 6+ hours of keynote presentations covering the latest thinking and trends supported by data and industry expertise
- Leverage up to 2 hours of streamlined vendor access, demos, and evaluations
- Benefit from networking opportunities with hundreds of peers facing similar challenges
- Add on an immersive skill building workshop the day before the Forum

I am seeking approval for the registration fee. The full conference price is $625 but:
Option A: the fee can be waived by applying our pre-paid Forrester event seat
Option B: the fee can be discounted to the client rate of $575
Option C: the fee can be reduced by $100 by registering by March 31
Option D: the fee plus the add on of pre-forum workshop for $350 *[or $275 for clients]*
(All pricing in USD)

A breakdown of conference costs includes:
Airfare: $*[xxx]*
Transportation: $*[xxx]*
Hotel: $*[xxx]*
Meals: $*[xxx] (Breakfast and lunch included with conference fee)*
Conference Fee: $*[xxx] (Based on selection above)*
Total: $*[xxx]*

I've enclosed a customized agenda outlining a number of strategic and actionable presentations related to our key challenges and priorities on digital customer experience design, and delivery. A few that I plan to attend include *[insert top 3 sessions]*.

I've reviewed the sponsor list and there are a number of providers participating that I plan to evaluate for potential use. I also plan to schedule private vendor meetings on site with *[insert vendor a, b, c]*.

I'll also be able to build new relationships, share best practices, and gain direct insight from other peers attending and working on the same priorities. The event has end user case studies and actionable sessions on topics relevant to our priorities, including *[insert topic a, b, c]*.

Others in our organization can benefit from either a team attendance discount, or a post event review where I will be able to relay recommendations and action items and circulate a lessons learned report.

Please accept this proposal to attend as I'm confident in a significant return for this small investment. Thank you for your consideration.
[your standard close]