

Dear [insert name],

I would like to attend [Forrester's CXDC 2017 Forum](#) September 13-14. 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, and in 2 days I will be able to:

- Choose from 15+ sessions presented by Forrester and industry experts
- Hear 5+ hours of keynote presentations covering the latest thinking and trends on customer experience supported by data and industry expertise
- Schedule private 1-On-1 consultations with Forrester analysts to gain counsel on *[list topics here]*
- Leverage up to 4 hours of streamlined vendor access, demos, and evaluations
- Benefit from networking opportunities with hundreds of peers facing similar challenges
- Choose from multiple immersive skill building workshops

I am seeking approval for the registration fee.

The full conference price is \$1595 (\$595 for government) 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 \$1495 (\$495 for government)

Option C: the fee can be reduced by \$100 by registering by August 4

Option D: the fee plus the addition of a post-forum workshop at \$699 (\$299 for government)

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 designing and delivering great digital customer experiences. 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, roundtable discussions 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]