

Request to Attend the CSPN Conference

CSPN's 21st Annual CX Conference

To:

From:

Subject: CSPN Customer Experience Conference – Justify Your Attendance

I'm writing to ask for approval to attend **CSPN's 21st Annual CX Conference – Modernizing the Customer Experience**. This is one of Canada's top gatherings of customer experience and service management professionals—taking place May 14-16, 2018 in Toronto.

CSPN's CX conference is my best opportunity to meet the peers and professionals who are leading the way in customer experience and customer service. I'll have the chance to learn industry trends and best practices, and come back with tangible insights I can implement immediately.

Here's what's on the agenda:

- Key note sessions by industry professionals focused on emerging technologies like AI, automation, and machine learning
- Breakout sessions led by subject matter experts on CX trends and evolving customer expectations
- Hands-on workshops to learn and apply CX skills
- Post-conference access to all conference content

By attending, I can learn best practices from across industries and understand how to apply them to <<insert organization>>.

Here's a breakdown of expenses, which include discounted rates with conference hotels. To reduce costs, I'd like to register before **February 28th**, in time for the early bird pricing.

Airfare: *[\$amount]*

Transportation (between airport and hotel): *[\$amount]*

Hotel: (3 nights at *[\$amount]*) *[\$amount]*

Registration Fee: *[\$amount]*

Total: *[\$amount]*

I look forward to extending my knowledge and experience around Customer Experience and Customer Service in a way that strengthens the business and drives ROI. Thank you for considering this request. I look forward to your reply.

Regards,