Customer Success Collective

Hey **[insert boss' name]**,

I'm really interested in attending the **Customer Success Festival** on December 1-2 in **London** (full details are at: **https://events.customersuccesscollective.com/location/london**) and would like to enquire if you'd be able to offer the financial support for me to do so.

Customer Success Collective's event is dedicated to supporting customer success peers through their business journey with the strategies, tactics, and methods needed to make an impact in our market.

This is not your typical event. In fact, it's more focused on breaking the everyday working cycle, connecting with like minded professionals from around the world and getting practical advice to be more successful in our own businesses moving forward.

Between the content presented in the sessions, trainings and keynotes, I plan to strengthen my skills in **[X], [Y], [Z]** and from the research I've done into the upcoming event, I think it will help with these goals of my current role at **[company's name]**:

- **Goal #1:**
- **Goal #2:**
- **Goal #3:**

Ran by **e3open, LinkedIn, Crane Venture Partners** plus more, sessions include:

- **Positioning customer success as a growth engine**
- **Customer success and product: The intersection for durable growth**
- **Driving upselling and cross-selling revenue through customer success**

I believe the **Customer Success Festival** would equip [company name] with the quintessential knowledge to differentiate our services from our competitors, and given the payment plan options available to make the event financially viable, this would be a shrewd investment. As well as this, I'll be sure to submit a post-event report including an executive summary, major takeaways, tips, and pictures from the event.

I'd be delighted to discuss this opportunity with you in further detail. Let me know if there's anything else you need from me at this stage.

Thanks,
[Your name]