

Hey [insert boss' name],

I'd like your approval to attend CustomerXCon on November 17-19, 2025 in Boston, MA. (full details are at: www.customerxcon.com).

This event is unique in that the sessions are designed and presented by senior-level customer marketing and advocacy pros who are solving the exact challenges that we need to solve, such as:

1. [Your Top Challenge 1]
2. [Your Top Challenge 2]
3. [Your Top Challenge 3]

This conference doesn't focus on tactics, it focuses on how to mobilize your customers to drive your strategic growth initiatives. It will arm me with proven strategies and techniques for driving our company's strategic growth initiatives, especially the ones our department is responsible for like:

1. [Your Strategic Growth Initiative 1]
2. [Your Strategic Growth Initiative 2]

The event is highly immersive in that there are a ton of interactive workshops and networking activities built into the agenda. After 3 years of working out of my home office, this will be a great opportunity for me to build relationships with peers who I'll then be able to lean on for support and knowledge-sharing as we elevate our customer engagement game here at [Your Company].

Lastly, the event covers topics that will help me with several of my professional development goals that we set during our last coaching session, especially:

1. [Professional Development Goal 1]
2. [Professional Development Goal 2]

The cost for me to attend is \$___ for a ticket and \$___ for travel. If you approve the budget for this, I'll commit to writing a post-event report detailing my major takeaways, new discoveries, and things that I'm going to apply to my customer program plans this year.

Let me know if there's anything else you need from me at this stage.

Thanks, [Your name]