

Hey [insert boss' name],

I'm really interested in attending **Customer Success Summit** on **September 15 & 16** in [San Francisco](#), and would like to enquire if you'd be able to offer financial support for me to do so.

Customer Success Collective's event is dedicated to supporting customer success professionals 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 17+ training sessions, 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 senior CS speakers from **Darktrace, Adobe, AWS**, plus [more](#), covering [topics](#) such as:

- Future-proofing customer success in the AI era
- Data connectivity: Aligning teams through customer feedback loops
- Harnessing agentic AI to redefine customer success and boost NRR
- Customer value unlocked: Proving, delivering, and accelerating impact
- Develop the value narrative: Internal enablement for strategic communication

Lots of respected leaders within the field are talking about it. This is what one had to say about our previous event:

"Fantastic format and opportunities to network and share best practices. Amazing people." - **Sr. Director, Customer Success, Microsoft**

I believe **Customer Success Summit San Francisco** 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]