

***Please use this template to request funding from your employer.***



***We hope to see you there!***

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## **Letter 1: For Individuals Familiar with ObservePoint**

Subject: Request to Attend EDGE Europe – Strengthening Our ObservePoint Investment

Dear [Supervisor's Name],

As a current user of ObservePoint, I'd like to enhance my expertise and deliver even greater value to our team by attending **EDGE Europe**, ObservePoint's premier annual event, taking place **14–15 October 2025 at Kings Place, London**.

We've already seen meaningful benefits from using ObservePoint to improve data accuracy, privacy compliance, and digital experience quality. EDGE Europe will provide regionally relevant insights and hands-on strategies that can directly impact our performance and business outcomes.

- **Actionable strategies** to increase ROI by optimising our use of ObservePoint across audits, validations, and reporting.
- **Faster issue resolution** using advanced troubleshooting techniques shared by platform experts.
- **Proven methods** to improve data accuracy and build greater confidence in our analytics and reporting.
- **Time-saving automation ideas** to free up team capacity for higher-value work.
- **Best practices from peers** at organisations like Adobe, Dell, and REI to help refine our processes and maintain a competitive edge.

Total cost is **under [Insert Total] for the hotel and event pass**, with meals provided. The only other cost would be flights and travel to/from the airport. Compared to typical events, this is a high-impact, low-cost opportunity.

**Estimated Budget:**



- **Conference Pass:**
  - Early Bird Pass (expires on 23 July 2025): \$199 USD
  - Standard Pass: \$299 USD
  
- **Accommodation** (if required): Approx. \$300/night (not inc. VAT) x 2 nights = \$600 USD
  
- **Total:** [Insert Total]

After the event, I'll prepare a summary with key takeaways, suggested next steps, and specific opportunities to apply what I've learnt across the team.

More info is available at [edge.observepoint.com/europe](https://edge.observepoint.com/europe)

Please let me know a convenient time to discuss this further, or if you would like any additional information. I'd like to confirm my attendance soon, as passes and hotel rooms may book up quickly.

Best,  
[Your Name]

## Letter 2: For Individuals New to ObservePoint or Evaluating ROI

Subject: Request to Attend EDGE Europe – Evaluate ObservePoint for Our Team

Dear [Supervisor's Name],



I'd like to request approval to attend **EDGE Europe**, ObservePoint's annual event, taking place **14–15 October 2025 at Kings Cross in London**.

As we continue to strengthen our efforts around privacy compliance, digital accessibility, and marketing analytics, I'm interested in learning more about **ObservePoint**, a platform designed to help organizations monitor and improve these areas through automated auditing and data governance tools.

Attending EDGE would give me the opportunity to explore how this solution could align with our priorities and assess whether it might be a good fit for our organization.

Key benefits of my attendance:

- **Hands-on exposure to a platform** that can help automate the monitoring of privacy policies, accessibility standards, and marketing tags.
- **Insights from industry leaders** on how companies like Adobe, REI, and Dell manage compliance and data integrity at scale.
- **Use case sessions and real-world examples** to evaluate how ObservePoint can address specific challenges we face today.
- **Direct conversations with experts and practitioners**, giving me clarity on the platform's capabilities, limitations, and ROI potential.
- **A comprehensive report** I'll share post-event, outlining how this technology can support our goals and where it might add the most value.

Total cost is **under [Insert Total] for the hotel and event pass**, with meals provided. The only other cost would be flights and travel to/from the airport. Compared to typical events, this is a high-impact, low-cost opportunity.

#### **Estimated Budget:**

- **Conference Pass:**
  - Early Bird Pass (expires on 23 July 2025): \$199 USD
  - Standard Pass: \$299 USD
- **Accommodation** (if required): Approx. \$300/night (not inc. VAT) x 2 nights = \$600 USD
- **Total:** [Insert Total]

Further information is available at [edge.observepoint.com/europe](https://edge.observepoint.com/europe)



After the event, I'll prepare a summary with key takeaways, suggested next steps, and specific opportunities to apply what I've learnt across the team.

Thanks for considering this opportunity. Please let me know a convenient time to discuss this further, or if you would like any additional information. I'd like to confirm my attendance soon, as passes and hotel rooms may book up quickly.

Best regards,  
[Your Name]