

Hey [insert boss' name],

I'm interested in attending the **Customer Marketing Summit** on **March 11-12, 2025** in **New York**.

I would like to inquire whether there is a potential for you to offer financial assistance to support my attendance at the summit.

The event, organized by **Customer Marketing Alliance**, is specifically designed to assist customer marketers in their professional journey by providing the necessary strategies, tactics, and methods to make a significant impact in our industry.

By taking advantage of the diverse range of content offered in approximately 20 sessions, networking opportunities, and insightful keynotes, my objective is to enhance my proficiency in **[X], [Y], and [Z]**.

Through extensive research on the upcoming event, I firmly believe that it will greatly contribute to achieving the goals associated with my current role at **[company's name]**.

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

Companies like **Slack, Microsoft, Salesforce** and many [more](#) will be speaking at the event.

[Sessions](#) include:

- The state of customer marketing: Key insights from the industry & CMA report
- Driving sustainable growth: Lifecycle marketing strategies that lead with value and amplify customer advocacy
- Acquisition to advocacy: Using email to build lasting customer relationships
- Crafting a customer marketing function that drives growth and loyalty

Lots of respected leaders within the field are talking about it and this is what attendees had to say about previous events:

"A lot of great tips. Some very strategic and some very tactical, and I really appreciate that blend. This is a great opportunity to build a network of customer marketing peers, learn from each other, and have great growth opportunities."

- Tiffany Raymond, Head of Global Customer Advocacy at **PayPal**

I believe Customer Marketing Summit New York will provide **[company name]** with the essential knowledge to differentiate our services. I am committed to submitting a post-event report that includes an executive summary, major takeaways, tips, and event pictures.

I would be delighted to discuss this opportunity in further detail. Please let me know if you need any additional information at this stage.

Thanks,

[Your name]