**Qualtrics Insight Summit Proposal**

To:

From:

Re: 2016 Qualtrics Insight Summit Proposal

I’m writing to ask for approval to attend the 2016 Qualtrics Insight Summit from February 16 – 19 in Salt Lake City, Utah. Industry leaders, Qualtrics product experts, and Qualtrics users from around the world will all gather to share and learn Qualtrics best practices, research tips, and industry wisdom.

I’d like to attend the summit so I can sharpen my research skills and gather best practices for **customer experience**, **market research** and **employee engagement** in the *[insert your industry here]* industry. I believe that the knowledge I gain at the 2016 Insight Summit will help us with the following projects we’re currently working on:

* [Project 1]
* [Project 2]
* [Project 3]

The summit consists of several targeted breakout sessions, *Ask The Experts* sessions, a product roadmap briefing, and networking with other Qualtrics users. I feel like the educational sessions and user networking could really help us with the projects I’ve mentioned. Additionally, Qualtrics is launching their certification program. The program provides 10+ hours of course material, a full day of hands-on product training and a certification test that will give me the credentials and ability to fully maximize our current and future research projects.

Additionally, the skills I would bring back to *[your organization’s name]* would help our other Qualtrics users gain even more accurate and insightful data. I’d like to put together a post-summit report and an executive summary that include major takeaways, tips, and recommendations to maximize the return on our current Qualtrics investment. These write-ups would be a shareable piece of internal content to help our entire team develop.

**Here’s an approximate breakdown of the summit costs:**

Airfare: $ xxx

Transportation (between airport and hotel): $ 90

Hotel: (3 nights at $224) $ 672

Registration Fee: $ 1299

**Total: $ X,XXX**

I’d be happy to answer any questions you might have before you make your decision. You can also visit the Qualtrics Insight Summit webpage if you’d like to learn more about the conference: <http://www.qualtrics.com/summit/>.

Thanks for considering my proposal. I look forward to your reply.

Regards,

[Your name]