Dear **[Approving Manager]**,

I’m writing to request approval to attend the C3 2020 Conference on April 20th – April 22nd at the Hard Rock Hotel San Diego. As you know, our company is investing in our **[Customer Experience / Digital Customer Service Program]** and the Clarabridge and CXSocial solutions are at the forefront of the industry. C3 San Diego is the industry-leading conference, bringing together customers, partners, industry thought leaders and analysts to share best practices, participate in hands-on training, and discuss emerging trends.

After reviewing the Agenda and FAQs it’s evident that C3 San Diego is the perfect opportunity for us to network with real customers who have experienced tremendous success using Clarabridge and Clarabridge Engage, giving us new ideas to help grow our business. Two full-day of discussions and networking opportunities makes C3 Miami one of the most budget-friendly ways to ensure our **[Customer Experience / Digital Customer Service Program]** is right on track.

Below are a few reasons why I believe our organization will benefit from attending C3 San Diego:

* Opportunity to gain insights and discover best practices from industry experts and companies that are leading the way forward.
* Network with over 300 Customer Experience and Digital Customer Service professionals, learning valuable insights about maturing our program, improving our team and optimizing response times.
* Hear from dynamic keynote speakers and thought leaders and see the latest and greatest tools to get more value out of our existing program and strategy.

Attendee registrations for C3 San Diego continue to double each year, making this the leading Customer Experience and Digital Customers Service event of 2020. With sessions covering best practices, lessons learned, customer case studies and the Clarabridge and Clarabridge Engage roadmap, I am confident that I will leave the conference well educated on how to expand our current CEM and digital customer service strategy.

**Here is an approximate breakdown of conference costs:**

* Travel: **[$X]**
* Meals (included): **[$0]**
* Transportation (from airport to venue): **[$X]**
* Registration Fee (check website for early bird rates and other discounts): **[$999]**

Please understand that the earlier I can register, the lower the cost will be. To prove the value of the event, I can submit a post-conference report that includes an executive summary, major takeaways, and a set of recommendations to maximize our current investments in **[Clarabridge / Clarabridge Engage]**. To get the most out of the event, I can share this relevant information with key personnel throughout the company.

Thank you for considering this request. I look forward to your reply.

Regards,

**[Your Signature]**