**REASONS TO ATTEND THE CXPA INSIGHT EXCHANGE**

*Select the paragraphs that best suit your circumstances, and customize the letter below as needed.*

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Dear [NAME OF DECISION MAKER]

This letter sets out a proposal for me to attend the Customer Experience Professionals Association (CXPA) Insight Exchange meeting May 8-9, 2018, in New Orleans, LA.

I believe my attendance at this conference would have direct benefits for our department as a whole, in addition to benefiting my own work, as the event aligns with our priorities: [INSERT DEPARTMENT PRIORITIES]

Because the event is being put on by a non-profit association, it won't be trying to sell me anything – the focus of the organization is the advancement of the discipline of customer experience management.

The overall purpose of the CXPA Insight Exchange is to provide customer experience management professionals like me with actionable information – education that will help me improve my job performance, comparative information about new tools and techniques, and the sharing of CX best practices of other companies. I will be able to package what I learn and bring it back for the benefit of everyone else.

At the Insight Exchange, I will:

* Learn from industry experts
* See the latest and most innovative tools, techniques and technology
* Hear relevant case studies and learn about successful customer experience management techniques at other companies
* Meet and interact with peers, industry leaders and vendors
* Compare industry best practices with our own
* Obtain expert insight on ways to conquer specific challenges we face

OR

Considering the intensive knowledge transfer available to me, I believe that the event is a good value. In two days, I’ll have access to:

-- Educational sessions, workshops, how-to clinics, CX case studies, and tool-sharing sessions

-- Keynote presentations covering the latest concepts in Customer Experience

-- Opportunities for networking with leaders in the industry, as well as with peers from other companies

-- Exposure to award-winning Customer Experience innovators and their creations

-- Vendor showcase where I can conveniently compare product offerings and sample new technology

I believe it would be particularly valuable for me to attend [SESSION NAMES] and report back, as well as to check out [VENDOR OR PRODUCT NAMES] for their possible application to our company.

Before I go, I can schedule a debriefing to take place after I return, where I can share what I have learned with the full team – I expect to bring back concrete recommendations for us, as well as information about new tools and techniques. I'll also prepare a detailed trip report with a full accounting of the event, which will be useful for the future.

I am seeking approval for the registration fee and travel expenditures. If I register by March 15, the conference price for me as a [member is $995] [non-member is $1195]. After March 15, it will be [$1195] [$1395]. The hotel is offering a discounted rate until April 16.

I estimate that my overall expenses will be:

Airfare: $ [XX]

Ground transport: $ [XX]
Hotel: $ [XX]
Meals and Incidentals: $ [XX] (event includes Tuesday breakfast, lunch and dinner, and Wednesday breakfast and lunch)
Conference Fee: $ [XXX]

TOTAL: $ [XXX]

Thank you for considering my proposal – I am sure that my attendance at the Insight Exchange will provide a good return on [COMPANY NAME]'s investment.

Sincerely

[NAME, ETC.]