

Dear <Insert Manager's Name>,

I'd like your approval to attend [Experience '24](#), Medallia's flagship event and the industry's most prestigious gathering of Customer and Employee Experience professionals. It's taking place Feb 5-7, 2024 in Las Vegas, Nevada.

If I sign up before Dec 31, 2023, registration is only \$1295 instead of \$1,495. **[--> check [the website](#) for the discounted rates]**

The biggest difference between Experience and other CX events is the caliber of content and access to influencers, experts, and like-minded professionals.

- There will be 2,000+ CX professionals, experts, and influencers, with whom I can network, brainstorm, and learn
- I'll glean insights from case studies and success stories from top brands
- The inspiring keynotes that will ignite my passion and dedication to our company
- I can select from a wide variety of breakout sessions that expand on topics and product areas, walking away with practical guidance for my role and industry
- I also have an option to sign up to receive training and advance my level of understanding in key CX practice areas. Training opportunities will be posted soon.
- I'll get access to the latest in CX technology and will learn how we can benefit from AI-powered CX, digital CX innovations, advancements in Journey Analytics, and more.

I've broken down the approximate cost of my attendance.

Airfare	\$XXX	
Hotel(3 nights)	\$900	
Conference Ticket	\$1,495	[--> change this if you register early and snag a discount!]
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Total	\$XXX	

You can see I get a steep discount on my registration if I sign up early. Medallia has also negotiated discounted rates at various Las Vegas hotels, starting around \$299 - I'd like to take advantage of these rates before it's too late.

I'm excited to learn and ultimately bring back a plan to implement best practices to maximize our CX program, focusing on the impact on our bottom line.

- Your Name