

Relate Live in NYC – Justification of Attendance

I’m writing to request approval to attend Relate Live in NYC, Zendesk’s conference to be held October 7-8, 2015 in New York City.  Relate Live in NYC offers two full days of content, including keynote sessions, training, breakouts, and opportunities to network with my peers.

Relate Live in NYC will focus on customer relationships.  Industry thought leaders, existing customers, and valued partners come together to share their techniques for delivering a better customer experience and building the right kind of relationships.

With the information I will learn at this conference, I believe I will better help <company name> get more out of our Zendesk solution today and better plan for key initiatives as we grow and scale.  In particular, I’d like to focus on finding solutions that could help address the following issues or benefit these projects:

        <add issue or project>

        <add issue or project>

        <add issue or project>

Here’s a rough breakdown of the conference costs:

        Airfare (average cost to NYC)                                            $459

        Hotel (2 nights at $359) *not including tax*                            $718

        Registration Fee  *if registered by September 10th*         $375

        Total:                                                                                    $1552

If I register before September 10th, <company name> will save 25% on the full conference pass of $499.  This conference will deliver incredible value that I can bring back to share with the team.  In fact, I can submit a post-conference report that will include a summary for leadership, lessons learned, key take-aways, and recommendations to maximize our current and future investments with Zendesk.

Regards,

<your name>