Dear <name>,

I’d like to request your approval to attend [**NextCon17**](https://nextcon.nextiva.com/)this October 23-25 in Scottsdale, Arizona. NextCon is a business and networking conference focused on unlocking the Customer Experience tools of tomorrow, and I’ll be able to learn from the best of the best by attending. Last year’s NextCon speakers included Steve Wozniak and Guy Kawasaki. This year’s line up includes thought leaders and influencers from iconic brands renowned for their customer service, like Tony Hsieh, CEO of Zappos, whom I believe will provide fresh perspectives and solutions to common challenges we face with our customers.

By attending this conference, I’ll learn:

* Innovations in customer service with proven tools and best practices for customer interaction.
* Insider strategies from leading experts to help us provide amazing customer service.
* Methods of engaging our employees to better deliver on our customer experience.

Here’s an estimated breakdown of costs:

Airfare Estimate (into PHX) $

Hotel (3 nights at $179 + Tax) $537

Registration Fee (lunches included) $599

**Total: $**

Please note that I can save the company money by registering during Early Bird (by August 31st) or by sending a team of two additional people to NextCon along with me.

After the conference, if requested, I will distribute a report that will include a set of recommendations to improve our Customer Experience and maximize our investment

Attending NextCon will have huge value for me and <company, department, or organization name>. Please let me know if you’d like more information about this conference, and thanks in advance for your support.

<name>