

SiriusDecisions 2017 Summit Europe: Aligning Priorities to Drive Intelligent Growth Attendance Justification

To:

From:

Re: SiriusDecisions 2017 Summit Europe

I'd like to attend SiriusDecisions 2017 Summit Europe on 4-5 October in London. These are two (2) full days of data-driven best practices research, unveiling of new innovations across the b-to-b space and networking with an elite community of sales, marketing and product leaders. I will attend sessions that are directly applicable to improving operational processes and driving revenue in the year ahead. Upon my return, I will apply the techniques and ideas learned from my peers to benefit our company.

SiriusDecisions 2017 Summit Europe is the most intensive learning opportunity to get the most from our SiriusDecisions investment. The conference itself is composed of general session to unveil the latest b-to-b research and insights, intimate breakout sessions with SiriusDecisions analysts on niche topics, and customer case study presentations, all focused on operationalising our growth strategy.

In these times when we're focused on getting the most out of what we have, I think it's critical for us to learn from other successful customers and apply their experiences to our operations. Here are three projects where we would benefit:

- [add project or initiative]
- [add project or initiative]
- [add project or initiative]

This will also give me a chance to meet and engage with some of our technology partners. The Marketplace is a one-stop shop where I can discuss technology, extend capabilities, and pick up new ideas to drive even more productivity from our implementation.

Here is an approximate breakdown of conference costs (exclusive of VAT):

Airfare:	£150
Transportation: (Heathrow/Gatwick Express roundtrip ticket)	£36
Hotel: (2 nights at £199 for single occupancy)	£398
Registration Fee (Super Early Bird rate):	£925
Total:	£1509

I'm currently working on ways to reduce expenses, including airfare specials, hotel discounts, ride sharing, and meals with vendors.

This conference should deliver a great ROI. I'll learn how to better implement, operationalise and justify our marketing initiatives, with the confidence that the information I am receiving is from proven fact-based operational intelligence. I'll also develop better contacts with marketing experts and gain knowledge to drive more leads, improve lead conversion, and align sales with marketing. This will pay off in streamlined practices, proven solutions, and a new network of peers to call upon for ideas or problem solving.

I will submit a report post-conference that will include executive summary, major takeaways, tips, and a set of recommended actions to maximize our current investment. Additionally, I can share relevant information on emerging opportunities with key personnel in marketing, sales, and the executive team.

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

Regards,