Hello [name],

Re: Attending The Human Insight Summit

I’m writing to ask for approval to attend the customer experience conference of the year, The Human Insight Summit, hosted by UserTesting on October 12th-14th in New Orleans, LA.

The Summit is a three day event focused on helping users of UserTesting’s Human Insight Platform hone in and advance their skills and more deeply empathize with their customers. From product deep-dives and best practices, to real-world use cases and knowledge sharing, to thought leadership focused content, the event brings together the entire community of UserTesting experts, UX pros, researchers, designers, product teams, digital teams, marketers—anyone responsible for creating great experiences.

The full conference pass is $849.00, and I can add on the UserTesting University Live access for an additional $249 which will allow me to participate in additional hands-on workshops and learning opportunities. My attendance is the most cost-effective way to ensure that we’re getting the most from our UserTesting investment and should result in immediate ROI.

In particular, I’d like to focus on finding solutions or best practices that could benefit these projects:

• [add project or initiative]

• [add project or initiative]

• [add project or initiative]

In addition to breakout sessions with UserTesting customers, industry experts, and influencers, I’ll also have the opportunity to interact with leaders and experts from UserTesting. Meeting face-to-face with our UserTesting team will help build our relationship even further, allowing us to better leverage their expertise and guidance across the projects I’m managing this year.

**Here’s an approximate breakdown of conference costs:**

|  |  |
| --- | --- |
| Airfare: | $ XX |
| Transportation: (round trip taxi/Uber from airport to hotel) | $ 70 |
| Hotel: (2-3 nights at $249)\* | $ 498 |
| Meals: (2 meals at $65) | $ 130 |
| Registration Fee (Early bird:$749.00 Reg: $849.00)\*\* | $ XX |
| Total: | **$ XX** |

\*Additional $249 to add UserTesting University Live

\*Hotel rates are based on our special group rate with the Hyatt Regency Hotel for the event.

\*\*Registration fee includes all materials, breakfast, lunch, breaks (during the conference dates) and access to session recordings and PowerPoint slides post-conference.

I’m currently working on ways to reduce expenses, including hotel discounts, and ride-sharing. I can schedule a post-conference meeting with you to provide you with a summary of all the major takeaways and tips I learned to maximize our current investment in UserTesting. I can also share relevant information with key personnel throughout the company.

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

Regards,