

I'm writing because I'd like to request approval to attend Relate, the Zendesk global user conference. It's three days of talks, training, and activities in Miami from March 3 - 5, 2020. At Relate, I will:

**Attend keynote presentations from thought leaders**

Speakers will cover a big picture view of what's next in our industry — and speak to how innovation, psychology, and technology impact the customer experience.

**Join one of Zendesk's in-depth product training days**

I'll be a part of an interactive [training day](#) to network, share my challenges, and learn from other attendees. I'll become more proficient in Zendesk and take our customer support strategy to the next level.

**Validate my expertise in customer service**

I'll be able to showcase my expertise in customer experience through [Zendesk certification](#). This will help our business to continue to grow and improve our support strategy.

**Participate in customer experience workshops**

I'll learn new techniques on how to improve and measure the customer experience, including how to gain valuable insights from customer data and surveys.

**Find out about the latest and emerging technologies**

I'll learn how machine learning is changing customer interactions, how live chat is evolving, and how to embed customer service directly into sites and apps to help customers wherever they need it.

**Hear case studies from innovative companies**

I want to learn how they connected customer service to their company's bottom line, designed creative customer experiences, and continue to embrace change.

With the information I will learn at this conference, I believe I will be prepared to help us get more out of Zendesk 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:

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- \_\_\_\_\_

Here's an estimate of the conference costs:

AIRFARE (average cost)	THE CONFIDANTE*** (USD \$279):	RELATE CONFERENCE: (March 3-5)	ADD-ONS:	TOTAL (average costs):
Orlando USD \$350 <input type="checkbox"/>	3 nights USD \$837 <input type="checkbox"/>	USD \$1499	Training USD \$599 <input type="checkbox"/>	Conference only USD \$2850 <input type="checkbox"/>
Miami USD \$400 <input type="checkbox"/>	4 nights USD \$1116 <input type="checkbox"/>		Certification USD \$350 <input type="checkbox"/>	+ Training USD \$3449 <input type="checkbox"/>
				+ Certification USD \$3200 <input type="checkbox"/>

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 takeaways, and recommendations to maximize our investment with Zendesk.

Regards,

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\*\*\*You can see our full portfolio of preferred hotels on the [Relate website](#)