

TO:
FROM:

RE: Advocamp Field Day Conference Proposal

Hi *[first name]*,

[insert appropriate greetings here to warm up recipient]

We've been talking a lot about improving the customer experience this year, and I think I found the perfect opportunity to jumpstart this effort. Advocamp Field Day is a conference in Toronto dedicated to customer experience, engagement, and advocacy. It seems like an incredible conference based on everything I've read and testimonials from past attendees. I'm writing to get your approval to attend.

Here's why: This one-day conference is dedicated to creating a customer experience so delightful and strategic that customers will willingly promote our brand for us. The conference will give us frameworks and best practices we can leverage to discover, nurture, and mobilize our advocates at scale, which will be an amazing way to support *[insert current initiative like "our reference program" or "our content strategy" or "the customer journey"]*. In addition, I'll get to:

[Here's where you'll customize the proposal based on whether you would like to attend in-person or online. Insert Option A for the onsite Toronto event or Option B for the online conference.]

Option A: Attend Advocamp Field Day in Toronto

- Network with both top business leaders who are implementing customer experience, engagement, and advocacy strategies at their companies.
- Learn from 30+ speakers who are all top advocacy thought leaders and practitioners. I'll also get access to these sessions on-demand after the event so I can refer back to them.
- Join case study sessions with real strategies and examples on increasing customer engagement. (Advocamp attendees reported a boost in customer engagement by an average of 260%.)
- The Master Class training on Oct 4th (an extra charge of \$374), is a full-day of hands-on workshops to help me develop advocacy strategies, and become a power user of Influitive's AdvocateHub.

Here's the investment requirement to attend the event (all expenses in USD):

Attend Advocamp Field Day in-person

- Airfare: **\$250-\$600**
- Transportation (between airport and hotel): **\$40**
- Hotel: (2 nights at **\$215**) **\$430**
- Registration Fee: **\$374** (**\$299** early bird)
- Optional - Master Class Advocacy Training Fee: **\$374** (**\$299** early bird)

Total: \$1,850 (max)

Option B: Attend Advocamp Field Day online

- Network with top business leaders online who are also implementing customer experience, engagement and advocacy strategies at their companies. There will be discussion activities to participate in.
- Learn from 30+ speakers who are all top advocacy thought leaders and practitioners. I'll even have the opportunity to ask questions remotely and access these sessions on-demand after the event so I can refer back to them.
- Join case study sessions with real strategies and examples on increasing customer engagement. (Advocamp attendees reported a boost in customer engagement by an average of 260%.)

Here's the investment requirement to attend the event (all expenses in USD):

Attend Advocamp Field Day online

- Registration Fee: **\$59** (**\$47** early bird)

Total: \$59 (max)

I'd like to register before it gets too expensive (prices will go up soon). I can commit to submitting a post-conference report that will include an executive summary, major takeaways, tips, and a set of recommendations to maximize the return on this investment. I'd be happy to share my takeaways with [insert relevant people], and anyone else in the company who you think would benefit from it.

Thanks for considering this request. Looking forward to your reply.

Regards,
[your signature]