***Request to Attend SAP Customer Experience Live Conference***

*Use this template to help justify your attendance at the* [*SAP Customer Experience LIVE*](https://events.sap.com/sap-cx-live/en/home) *event. Just fill in the shaded areas.*

Dear <insert manager name>,

I would like to make an impact and increase my value to the organization by attending SAP Customer Experience LIVE this October in Barcelona. This is a great opportunity for me to *connect with purpose –* with customers, peers, and experts across the globe – and bring back real, actionable business strategies.

[SAP Customer Experience LIVE](https://events.sap.com/sap-cx-live/en/home)

October 10–11, 2018, Barcelona, Spain

**What will I bring back to our organization from this event? Is it worth the investment?**

During the event, I’ll be able to:

* Gain insight into SAP Customer Experience solution road maps to see how the latest solutions can help us revolutionize and maximize our relationships with our customers
* Learn how to maximize our investment in SAP technology through streamlined strategies and integrations
* Access cutting-edge executive resources at exclusive showcases, like the Innovation Campus, where technology wizards from SAP Customer Experience Labs will show off new applications of latest technology
* Attend keynotes, demos, presentations, and classes that explore the latest innovations and trends impacting our business today

Here’s a summary of estimated expenses:

[Conference registration](https://sapcxlive2018.sapevents.com/): $XXX (Early-bird registration, by August 31: €795)

Airfare: $XXX

Ground transportation: $XXX

Accommodations: $XXX

Meals and other expenses (breakfast and lunch are included in the conference fee): $XXX

Projected total cost: $XXX

Thank you for your consideration. Please let me know if I am approved to attend.

<insert your name>