Zendesk Relate 2018 – Justification of agent attendance

I'm writing because I'd like to request approval to attend Relate, the Zendesk global user conference. It's two days of talks, training, and activities, in San Francisco on November 13 - 14. At Relate, I will:

Attend keynote presentations from thought leaders
The speakers will offer a big picture view of what's next in our industry — and speak to how innovation, psychology, and technology impact the customer experience.

Participate in agent training
I will learn new techniques on how to improve and measure the customer experience, including how to gain valuable insights from customer data and surveys.

Hear case studies from innovative companies
I want to learn how they design creative customer experiences, continue to embrace change, and prepare their agents for success.

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 our customers wherever they need it.

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 a rough breakdown of the conference costs:

AIRFARE (average cost)	FAIRMONT HOTEL (2 nights at USD $350):	AGENT TRAINING + RELATE CONFERENCE:	TOTAL:
USD $400	**USD $700**	**USD $599**	**USD $1699**

If I register for Agent training, I will receive access to the Relate conference at no additional charge. 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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