

## Zendesk Relate 2018 - Justification of 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 customer experience workshops**

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 connected customer service to their company's bottom line, designed creative customer experiences, and continue to embrace change.

**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.

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):	RELATE CONFERENCE: (Nov. 13-14)	TOTAL:
USD \$400	USD \$700	USD \$1299	USD \$2399

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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