

X24 Justification Letter

SUBJECT: Community Brands is hosting Xperience2024

Hi [Supervisor],

I'd like to attend [Xperience2024](#) in September.

This three-day Community Brands customer conference will be in Las Vegas and it's their first full in-person conference since 2019. They are expecting around 1000 industry peers and experts, and I'll have the opportunity to work directly with their [your product(s)] staff.

I'm very excited about:

- Inspirational keynotes
- New product and feature launches
- Learning through immersive experiences designed for orgs like [your org name]
- Receiving firsthand guidance on industry trends and ways to maximize our tech investment
- Kickstarting my creativity – especially for projects like [add a few initiatives/goals]
- Earning [insert #] CAE credits for my CAE certification
- Exploring complementary technologies to help us with productivity and engagement

[Here's the agenda.](#)

Their [your product(s)] hands-on training sessions will be extremely useful for me and our organization, and I'd be happy to share a post-conference debrief with major takeaways and recommendations. Xperience is also a fantastic way to network with fellow [your industry] peers.

I believe my attendance at Xperience2024 is worth the investment and I'd love to chat through the details – can I put some time on your calendar to share more info and the total cost breakdown? You can learn more here: xperience.communitybrands.com.

Thank you for considering my request!

[Your Name]