

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 a preview of the sessions.](#)

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]

*****NOTES*****

- <https://blog.adobe.com/en/publish/2018/04/16/convince-boss-send-max>
- See RTF download: **Convince Your Boss Letter**

To:

From:

Subject: Attending Adobe MAX 2019

Dear (insert boss's name)

I'd like to attend Adobe MAX—The Creativity Conference, from November 4-6 in Los Angeles. MAX is the annual gathering of more than 14,000 graphic, web, and multi-disciplinary designers; creative and art directors; film, video, and motion graphics pros; photographers; and creative leaders.

I'd like to go to MAX this year and I think it's worth the investment. Here are some ways I'd benefit and our company would benefit:

- **I'll become more productive** — I'll learn new tools, techniques, and tips & tricks so I can work more quickly and efficiently. That should save time and money.
- **I'll learn from the experts** — MAX sessions and labs are led by some amazing folks, some of the best in the biz. I can sign up for hands-on training and sessions that directly relate to my job.
- **I'll get inspired to produce better work** — Last year 93% of MAX attendees said they were inspired to create innovative projects. We can all use a boost of inspiration now and again.
- **I'll learn more about the creative industry** — I'll get to see the latest design trends and tools, and how we might apply some of these to keep our company on the leading edge of design.
- **I'll learn from my colleagues** — More than 14,000 MAX attendees come from organizations (small and large) from all over the world. I'll be able to connect with them and get some cool new ideas and solutions.

I believe MAX is worth the investment. It's the one conference where I can learn about industry trends, get exposure to new products and technology, and kick start my creativity all at once. You can learn more about MAX at www.max.adobe.com.

FROM 2018

https://communitybrands.sharepoint.com/:w:/r/sites/CBCorporateMarketing/_layouts/15/Doc2.aspx?action=edit&sourcedoc=%7Bbabb2ff0-181a-4aa0-8c68-a4c7ec2c0c4b%7D&wdOrigin=TEAMS-MAGLEV.undefined_ns.rwc&wdExp=TEAMS-TREATMENT&wdhostclicktime=1705679936924&web=1

[DATE]

Hi, [Supervisor]:

There's an industry conference coming up this Fall that I'd really love the opportunity to attend. The Community Brands Xperience conference, held in Orlando, , offers a unique opportunity for me to get additional training on our [Aptify/Abila/YourMembership/Nimble AMS] software, share best practices with [Aptify/Abila/YourMembership/Nimble AMS] experts and fellow users, and network with my peers.

Xperience is the one conference that brings together the entire [Aptify/Abila/YourMembership/Nimble AMS] community, along with many industry experts. The total cost will be around _____ (see breakdown below), and it's a very cost effective way to ensure we're getting the most from our technology investment. We'll realize immediate dividends with all of the training sessions, one-on-one time with Community Brands executives and [Aptify/Abila/YourMembership/Nimble AMS] product experts, and educational sessions.

In particular, I'd like to focus on finding solutions or best practices that could benefit these projects:

- € [add project or initiative]
- € [add project or initiative]
- € [add project or initiative]

In addition to the 140+ learning sessions with Community Brands staff, [Aptify/Abila/YourMembership/Nimble AMS] super users, and industry experts, the conference also gives us a chance to problem solve with some of the Community Brands technology partners and earn CPE, CAE, and CFRE credits. Xperience includes the opportunity to view many complementary technologies, making it a great place to pick up new ideas to drive staff productivity and constituent engagement.

I can also schedule one-on-one time with members of [Aptify/Abila/YourMembership/Nimble AMS]'s support teams to gain insight and feedback on some of our most urgent priorities. You can check out the conference website here for even more information: www.xperience2018.com

Here's an approximate breakdown of Xperience 2018 costs:

Airfare	Insert estimated cost
Transportation	Insert estimated cost
Hotel (3 or 4 nights at \$249 + state and resort tax)	Insert estimated cost
Meals (most meals included in registration fee)	Insert estimated cost
Conference registration fee	Insert estimated cost
TOTAL	Total based on your above estimates

I'll submit a post-conference report that will include executive summary, major takeaways, tips, and a set of recommendations to maximize our current technology investment. I will also be glad to share relevant information with key personnel throughout our organization.

Thank you for considering my request!

Regards,

[Your Name]