



New York City: Oct 12-14 | London: Nov 8-9

Dear

I would like your approval to attend the Braze FORGE '22 customer engagement conference taking place October 12-14, 2022 in NYC.

With a laser-like focus on the best tools and practices to deliver brilliant customer experiences, FORGE educates, informs, and inspires within a trusted community environment. FORGE is the definitive destination for innovative professionals to learn how to build for, and engage with, customers with the modern ecosystem. Hands-on workshops and sessions are presented by Braze experts and top brand practitioners who are solving the same challenges I am—and excelling at it.

It would be great to become a part of this community, learn from the best and apply it here at our company.

Below are some of the most compelling reasons for why I'd love to attend:

- The chance to network with 500 like-minded professionals looking to level up their customer engagement
- 3 days of programming specifically curated for engagement marketers to help them increase performance and ROI for their organization
- Guest speakers from over 50 marquee brands including use case examples and success stories presented by leading marketing practitioners from a variety of industries
- Workshops and 1:1 consultations with Braze support members and their tech partners
- Free Braze Learning training courses and certification opportunities (a \$500+ value)

I've broken down the approximate cost of my attendance:

Airfare:	\$
Hotel:	\$
Conference - Early Bird, Full-Access Pass:	\$629.00
Conference - Regular, Full-Access Pass:	\$799.00
Total:	\$

Upon my return from FORGE 2022, I will share key takeaways, including those that we can implement immediately to dramatically impact our bottom line. I know we'll quickly recoup the investment you'll be making by approving this request.

Thank you for your consideration of this request.

Regards,