



London: Nov 8-9

Dear

I would like your approval to attend the Braze FORGE '22 customer engagement conference taking place November 8-9, 2022 in London.

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 350 like-minded professionals looking to level up their customer engagement
- 2 days of programming specifically curated for engagement marketers to help them increase performance and ROI for their organization
- Guest speakers from leading 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: £299.00

Conference - Regular, Full-Access Pass: £399.00

**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,