

[YOUR MANAGER'S NAME],

Re: Vision Critical's 8th annual Customer Intelligence Summit

We have been given the opportunity to attend the [Customer Intelligence Summit](#) in Sydney this year on October 17, that will strengthen our team's understanding of customer intelligence and support the success of our customer-led business initiatives.

Vision Critical has invited more than 350 customer-centric attendees from brands like *Adobe, LinkedIn* and *Telstra* for us to learn from and network with. This event is specifically designed for customers of Vision Critical, such as ourselves, to learn how to get the most from our existing insight community investment.

Here's why I think it's critical that our team has representation at this Summit:

- **Strategic Business Value**

There will be an executive panel of Chief Customer and Marketing Officers at the Summit and key session topics including: Customer lifetime value, agile business innovation and cross-platform integrations.

- **Community Value** - *Getting the Most out of our Insight Community*

With hundreds of peers in the room, we can learn how others are using their insight communities -- community management strategies and tactics, best practices and business use cases. Last year, Prudential Singapore took the stage to deep dive into how they boosted the revenue of a single product by 308% within a single year.

This is a free Summit for Vision Critical customers, but there's limited seating available.

Here's an estimated breakdown for the associated travel costs:

- Event cost for Vision Critical customers \$ 0 - Complimentary
- Airfare: \$ [FILL IN]
- Hotel: (2 nights at discounted rate) \$ [FILL IN]
- Total (approximate): \$ [FILL IN]

It would be great if we could attend as a team, and at a minimum, I would like to represent us at the [Customer Intelligence Summit](#). I would like to get us registered as early as possible.

Let me know what you think.

Thank you,
[YOUR NAME]

