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HawkSearch Customer Summit 2024

Convince Your Boss Letter

Dear <Insert Manager's Name>:

I'm writing to request your approval to attend [HawkSearch's Customer Summit 2024](#). The conference will take place at the 21c Museum Hotel Chicago from October 15-17, 2024 and I think it could not only be an amazing learning and growth opportunity for me, but it can also help guide our digital strategy since HawkSearch has been heavily focused on leveraging AI to help drive their customers online growth.

Why HawkSearch Customer Summit? It will be a great networking event where I can learn from other digital marketers while taking advantage of hands-on training sessions, learning about new product features we can take advantage of, take part in round table sessions, learn from customer success stories, and gain visibility into their product roadmap. The HawkSearch Customer Summit is a unique opportunity for me to learn from the leaders in B2B product discovery while also growing my network:

- HawkSearch Training: Personalization, experimentation, advanced tuning & more! I'll walk away from the conference with new tactics that I can immediately utilize.
- Various customer presentations and insightful round table discussions. I will learn about marketplace trends with search and more, and also B2B search best practices. I will have far more knowledge on the matter leaving the summit than what I came in with.
- A community of attendees to build new relationships with. I'll be able to network with many different people from all kinds of unique backgrounds, while indulging in unique activities HawkSearch is providing such as, Happy Hour and HawkSearch's very own Murder Mystery!

HawkSearch Customer Summit is expected to have roughly 100 guests including HawkSearch team members, valued customers, and strategic partners.

Here's the approximate breakdown of costs for me to attend:

Customers

Normal Rate: \$300

Hotel: About \$350/Night

Other Travel Expenses: \$200

Total: \$750

Partners \$500

Sponsors \$2,500

I hope you agree that this will be a great opportunity for me to bring back new ideas and methods that will ultimately benefit our organization. Upon my return, I'll be ready to share key takeaways, including practices we can start to implement immediately.

Thank you for your consideration!

<Insert Name>