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## HawkSearch Customer Summit 2026

### Convince Your Boss Letter

Dear <Manager's Name>,

I'm requesting approval to attend the [HawkSearch Customer Summit 2026](#), taking place in Scottsdale, Arizona. This conference is highly relevant to our digital strategy, particularly as HawkSearch continues to invest heavily in **AI-driven product discovery and personalization**.

#### Why attend:

The summit offers hands-on training, customer case studies, and peer discussions focused on B2B search best practices, experimentation, and advanced tuning. I'll gain practical insights into new product features and HawkSearch's roadmap that we can apply directly to improve performance and guide future initiatives.

#### Key benefits:

- Practical training on personalization, experimentation, and advanced search optimization
- Customer-led sessions and roundtables covering marketplace trends and B2B best practices
- Direct networking with HawkSearch leaders, customers, and partners (≈100 attendees)

#### Estimated costs:

- Registration: ~\$200
- Flights: TBD
- Hotel (2 nights): ~\$700
- Travel & incidentals: ~\$200
- **Estimated total:** ~\$1,100

Following the event, I'll share a concise recap of key takeaways and recommended actions we can implement immediately.

Thank you for your consideration.

Best regards,  
<Your Name Here>