**Justification Email for Obtaining Manager Approval to Attend SAMPS Conference**

*We are providing this copy-ready email content as a suggestion for you to obtain approval to attend the SAMPS North America Conference 2025 in Boston on Dec. 3–4, 2025. Please feel free to edit as you see fit and paste this into the email client addressed to your manager.*

**Subject:** Request to attend SAMPS conference for professional development with team-wide ROI

Dear [Manager Name],

I’m requesting approval to attend the **SAMPS North America Conference 2025**, December 3–4 at the Hyatt Regency in Cambridge, MA.

**Why this matters now**

* **Human–AI Advantage:** Practical strategies to combine human judgment with AI to improve customer acquisition, experience, loyalty, and win rates.
* **Designed for action:** Immersive sessions offering “walk-out and use” playbooks, insights from expert speakers and hands-on workshops, and networking with peers.
* **Keynote focus on Customer Experiences (CX):** **Stacy Sherman (Doing CX Right)** on what technology alone can’t deliver. She’s been ranked as one of the global top 30 customer service gurus, 2021-2025.
* **Workshop with Andy Crestodina:** named in the top 100 Influencers in Content Marketing (#3), SEMrush, top 50 B2B Content Marketing Influencers (#3).

**What our department gets**

By attending, I can bring value back to both our department and my role, for example:

*Here are some examples you might include. Please feel free to replace or edit them to reflect the commitments you’re comfortable making.*

* 15-day share-back with 5 takeaways and 3 quick wins that can be implemented immediately
* A customer experience (CX) checklist tailored to our team
* A 60-day pilot proposal for [priority program] with defined success metrics to evaluate impact

**Budget note:** General Admission $495. We can save 15% with early-bird registration if I register by Sept 30.

Please [see here](https://www.samps.org/events/boston-annual-conference-2025) for the conference agenda and speaker details.

Approving my attendance is a cost-effective investment that will bring back actionable strategies, measurable improvements, and stronger results for our team.

Thank you for your consideration. I’ll ensure coverage during travel and deliver the share-back and playbook within two weeks of returning.

Sincerely,  
[Your Name]  
[Title]