

CX Circle 2023

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Subject Line: CX Circle – Digital CX Event Proposal

Dear [insert manager's name]:

I would like your approval to attend [CX Circle](#), on September 28 in New York City.

CX Circle is an annual event built to inspire, educate and connect digital professionals interested in building better online digital experiences. This is the first year CX Circle will take place in person in the U.S., and it's expected to bring 250+ professionals across marketing, ecommerce, product, IT, UX and more. The event theme is 'The New Era of Digital Experience' and sessions will cover ways brands can achieve growth in our ever-evolving climate by being adaptive and building positive experiences to meet customers' current needs.

My goals in attending this year's event are:

- [Insert goal 1]
- [insert goal 2]
- [insert goal 3]

Here are a few more important details about this event. Attendees will:

- Hear from industry innovators on how they lead their teams and where they see the industry heading – speakers include CDO at Blackrock, CTO/CIO at Nutribullet, and VP Digital Experience at Norwegian Cruise Lines.
- Build peer network. CX Circle is attended by professionals like me, from a variety of companies and industries, so I can build my network for future collaboration.
- Learn about the latest technologies built to support CX/DX initiatives.

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

In-Person Pass	Complimentary
Hotel	
Other Travel Expenses	
Total:	

This event will help upskill my knowledge around CX/DX and offer new ideas and approaches that will benefit our department and company at large. Afterwards, I'll share my key takeaways and present an action plan on what we can implement immediately.

Thank you for your consideration!

Best regards,
[insert name]