



Relate Live Sydney – Justification of Attendance

I'm writing to request approval to attend Relate Live in Sydney, Zendesk's conference to be held July 14-15, 2016. Relate Live offers two full days of content, including industry relevant keynote sessions, training, breakouts, and opportunities to network with customer experience, service and engagement professionals.

Relate Live will focus on customer relationships and give me the opportunity to:

Attend Keynote Presentations from thought leaders, get a big picture view of what's next in our industry and understand how human emotion and empathy play a role in our professions.

Hear Case Studies from local innovative companies and learn how they've connected customer service to their company's bottom line, designed a better customer experience, and embraced change.

Participate in Workshops that help you understand your customers' effort, journey mapping and how to get more valuable insights from your customer data and surveys

Find out about the latest and Emerging Technologies including how machine learning is changing customer interactions, about live chat and why you should be embedding customer service directly in website and mobile apps to help your customers wherever they need it.

With the information I will learn at this conference, I believe I will better help get more out of our Zendesk solution today and better plan for key initiatives as we grow and scale. In particular, I'd like to focus on finding solutions that could help address the following issues or benefit these projects:

Here's a rough breakdown of the conference costs:

Airfare (average cost)	AUD\$459
Hotel (2 nights at AUD\$300)	AUD\$600
Registration Fee (early bird)	AUD\$499
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Total:	AUD\$1558

If I register before the early bird rate expires, _____ will save 25% on the full conference pass of AUD\$699. This conference will deliver incredible value that I can bring back to share with the team. In fact, I can submit a post-conference report that will include a summary for leadership, lessons learned, key take-aways, and recommendations to maximize our current and future investments with Zendesk.

Regards,