**UNITE Conference Proposal**

*A handy proposal template to make the case for attending this event. We’ve included guidance for making the case for additional training, too – see the end of the document.*

**Subject line:** Proposal for customer experience success

Dear [first name],

I have a proposal to support our 2016 focus on customer experience. I’d like to make sure I’m up to date on current trends and best practices so I can most effectively contribute to the effort. Here’s how.

At UNITE, the 10th Annual Net Promoter Conference, I will learn directly from industry leaders, attend hands-on workshops, hear case studies from successful companies of all sizes, and industries, and network with peers who have faced similar challenges.

I’m proposing this particular conference because of its focus on practical learning. For example, it offers several deep-dive learning workshops, on topics including:

* Effective survey design
* Using data to enable change
* Customer journey mapping
* Net Promoter economics

In addition, UNITE is presented by Satmetrix, which co-created Net Promoter discipline and has been running this conference for 10 years. They’ve presented more than 500 case studies over the years and trained more than 5000 customer experience professionals.

If I register now, the cost to attend is less than $2,500, including travel.

Conference fees: $1,500

Hotel: $450

Airfare: $300 (if I plan in advance)

I would appreciate your support in enabling me to gain the knowledge I need to move our CX efforts forward.

Sincerely,

[your name]

**Want to bring teammates? Here’s some more information.**

This conference is especially well-suited for teams, and I’d think it would be valuable to attend with [names here]. There’s special team pricing that starts at $1125 for groups of three or more. That would bring the cost for each of us down to around $2000.

**Want to get certified or advance your training? Here’s how to make the case.**

***For Net Promoter Certification***

I’d like to travel there early to a Certified Net Promoter Associate. Satmetrix offers the only official Net Promoter certification and the course would be an efficient way from me to get the specific skills related to managing a world-class program. I’d need to arrive two days early, but bundled with the conference it’s a $1000 savings on in-person certification.

Conference + certification: $4000 ($1500 + $3500, less a $1000 discount)

Hotel: $900

Airfare: $300 (if I plan in advance)

***For Net Promoter Economics***

As you know, I’m a Certified Net Promoter Associate. I draw on the knowledge I gained in that course daily, and I’d like to take my expertise to the next level by attending the advanced Net Promoter Economics course the day after the conference. That’s an additional $1500. The course would prepare me to give definitive, compelling responses to our frequent inquiries about the financial impact of our customer experience work.