**Justification Email: Attending DX Summit 2020 (tailor to fit your situation)**

To: <Insert Manager or Supervisor Name>

Subject: **Attending DX Summit 2020**

I’d like to get your approval to attend CMSWire’s DX Summit 2020, October 12-14 in Huntington Beach, CA. As digital experience evolves, it is important that we continue to deliver relevant and insightful content that our customers actually want.

At DX Summit, I’ll be able to choose from over 40 sessions hosted by industry leaders and analysts covering topics from VoC to data analytics and AI and machine learning.

For example, I plan to focus on:

* < Product or technology supporting (name the project) >
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In addition to attending these sessions, I’ll have the opportunity to network and brainstorm with leading developers, experts, and peer professionals to learn new strategies and skills to help our business.

This is the approximate cost of my attending DX Summit 2020:

Airfare: $

Hotel ($279/night): $

Meals: $

Registration: $

Other expenses: $

Total cost: $

Attending DX Summit will provide us the tools to jump into the next generation of digital experience. Please let me know if you have any questions, and thanks in advance for your support.

<name>