

Dear Approving Manager,

I am writing to request your approval to attend the ACCE 2009 Conference & Expo. This valuable educational event offers a comprehensive conference program, including sessions on topics directly related to our current employee development and support initiatives; strategies that will help our entire service organization optimize performance and productivity; and ideas on how we can more successfully collaborate with the business units, partners and customers we support, and align our goals with our corporation's broader business objectives.

By attending this event I expect to learn how to implement the latest trends and strategic thinking in operational efficiency, employee management and emerging technologies.

Contact center executives and managers and from around the world will attend this event. Several activities are scheduled where I will be able to network with these attendees to learn what other leading companies are doing

Specifically, I plan to attend keynote presentations by:

- Dr. Janet Lapp, Author, Psychologist and Award-Winning Speaker: *Leading at the Edge of Change*
- Scott Deming, President, Scott Deming's ESP: *Creating the Ultimate Customer Experience*
- Lane Becker, President and Co-Founder, Get Satisfaction: *The Age of Social Media: Customer Service Is the New Marketing*

I will also participate in the following sessions:

Session Block 1# _____ Session Title _____
Session Block 2# _____ Session Title _____
Session Block 3# _____ Session Title _____
Session Block 4# _____ Session Title _____
Session Block 5# _____ Session Title _____
Session Block 6# _____ Session Title _____
Session Block 7# _____ Session Title _____
Session Block 8# _____ Session Title _____

The conference fee is \$_____, with best pricing and special incentives for registering early. It includes breakfast and lunch each day, as well as networking activities and special events, receptions, and exhibit hall entry.

I plan to return with valuable recommendations and best practices for improving our call center. I would appreciate your approval as soon as possible in order to maximize both conference and travel discounts.

Sincerely,

[Name]

[Title]