**ICMI Contact Center Expo Conference Proposal**

To:

From:

Re: Proposal to attend ICMI Contact Center Expo

Date:

I’ve been invited to attend ICMI Contact Center Expo in Dallas, TX. Our organization would benefit greatly from my attendance at this event, taking place October 12-15, 2020 in Dallas, TX. Contact Center Expo is organized by ICMI, a leader and trusted resource for contact center professionals for 33 years and is a valued and respected source for numerous publications including: TechTarget, NY Times, Bloomberg, Forbes, and Austin Business Journal. Their reputation is unmatched in the customer service/contact center industry.

This conference will deliver solid ROI. I’ll learn from other companies facing the same challenges that we face and bring back best practices which we can implement within our organization. The event is also an excellent way for us to discover new ways to help our business save money by streamlining processes.

The conference agenda includes keynote sessions, 6 breakout tracks, workshops and case studies. Throughout the conference, I can attend sessions in these tracks that are directly applicable to our ongoing projects.

*Pick the following that are applicable to your company or add your own description.*

* <Session name here>
* <Session name here>
* <Session name here>
* <Session name here>
* <Session name here>

Two specific projects where I believe we could benefit include: 1- [add project or initiative and 2- [add project or initiative]

Many of the sessions are interactive and can provide a benchmark for us with other organizations as well as suggested valuable strategies and tips. It’s also an excellent opportunity to network with industry experts and gain knowledge in specific areas to optimize our current system as well as find out about their newest solutions to meet our most critical business issues. More details about the event are posted on the [ICMI Contact Center Expo website](https://www.icmi.com/ccexpo).

**Here is an approximate breakdown of conference costs:**

Airfare: $XXX

Transportation (shuttle service): $XXX

Hotel (per night): $205 if I book by September 21, 2020

Meals: (included) $XXX

All Access PRO Conference Registration Fee $2,899 if I register by August 28, 2020

All Access PRO Conference Registration Fee $3,399 if I register after August 28, 2020

Total: **$**XXXX

Upon my return from the conference, I’ll submit a **post-conference report** that will include a summary, major take-aways, tips and suggestions to optimize our current investment in ICMI Contact Center Expo.

Thank you for considering this request. I look forward to your reply.

Regards,

YOUR NAME

Trip Report

**Executive Summary**

|  |  |  |
| --- | --- | --- |
| **Attendee Name** | |  |
| **Attendee Title** | |  |
| **Department** | |  |
| **Conference Summary** | | *ICMI Contact Center Expo is where contact center professionals find vendor-neutral education, the most credible speakers and the widest variety of case studies. It’s all developed by a team of objective practitioners and content professionals in the core areas needed to keep current on the skills and best practices required for our business. ICMI Contact Center Expo will take place from October 12-15, 2020 in Dallas, Texas* |
| **Conference URL** | | Icmi.com/contact-center-expo-conference |
| **Goals Met**  *Identify specifically what was brought back to the organization relevant to your business goals as payback for the organization’s investment in sending you.* | | |
| **1** |  | |
| **2** |  | |
| **3** |  | |

**Cost Summary**

|  |  |  |
| --- | --- | --- |
|  | Budget | Actual |
| Conference Fee | $ | $ |
| Airfare | $ | $ |
| Transportation | $ | $ |
| Hotel | $ | $ |
| Meals | $ | $ |
| Total | $ | $ |

**Session ROI**

*Please reference the notes you took onsite using the ROI Session Worksheets. Insert additional session fields as needed by copying and pasting the table.*

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| --- | --- |
| **Session Title** |  |
| **Session Presenter** |  |
| **Session Summary** |  |
| **Major Takeaways** |  |
| **Action Items** |  |
| **Estimated Impact** |  |
| **Session Title** |  |
| **Session Presenter** |  |
| **Session Summary** |  |
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**Business Relationships**

*Include contact information for all presenters, exhibitors and attendees that would be useful for your company to contact post-event to address your business priorities.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** |  | **Contact Details** |  |
| **Description** | | | |
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**Summary**

*Outline additional details on the ROI value to you and your company. In your summary,   
we suggest offering to train others on what you learned and include the date/time of   
your planned briefing in the space below.*

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ROI Worksheets

**Session Worksheets**

*Use these worksheets to take notes after sessions so you can record the key takeaways, action items and estimated impact. These notes can then be referenced in creating your post-event Trip Report and completing your Educational Session and Overall Surveys.*

|  |  |
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