



Convince your Boss Email

Template 1: Professional + Straightforward

Subject: Request to Attend Customer Engagement Summit in NYC

Hi [Manager's Name],

I'd love your approval to attend the Customer Engagement Summit, hosted by MoEngage, on **September 24 in New York City**. It's an invite-only event for marketing, CRM, lifecycle, and product leaders focused on adapting engagement strategies to today's evolving consumer behavior.

The event is completely free to attend, with the only costs being travel and accommodation. Here's why I believe it's worth the investment:

- **Learn from Top Brands:** Sessions will feature real-world case studies from consumer brands leading the way in personalization, cross-channel strategy, and retention.

- **Bring Back Proven Ideas:** I'll get frameworks and insights we can directly apply to improve our engagement strategy and results.
- **Peer Connections:** It's a great opportunity to connect with other professionals who are solving similar challenges and share notes on what's working.

Let me know if I can share more details or walk through the agenda. I'm confident this experience will help us stay ahead of shifting customer expectations.

Thanks,
[Your Name]

Template 2: Conversational + Impact-Driven

Subject: Quick Approval Request – Customer Engagement Summit

Hey [Manager's Name],

I came across an invite-only event I'd really like to attend: the **Customer Engagement Summit by MoEngage** on **Sept 24 in NYC**. It's totally free, just need travel and hotel covered.

What's in it for us?

- I'll be in the room with other Lifecycle, Product, and Growth leaders from brands we know and follow.
- I'll bring back strategies we can actually use—from data to execution.

- It's a rare opportunity to hear how others are adapting to the same challenges we face.

Let me know if I can book time to walk through the agenda. I think this would be really valuable for us.

Best,
[Your Name]

Template 3: Metrics-Ready + Justification Style

Subject: Request to Attend Customer Engagement Summit – Strategic Learning Opportunity

Hi [Manager's Name],

I'd like to request approval to attend the **Customer Engagement Summit** on **September 24 in NYC**. MoEngage hosts it and brings together senior marketers from top consumer brands to explore strategies around personalization, engagement, and retention.

Reasons to attend:

- **No ticket cost** – The event is free. Only travel and hotel expenses need approval.
- **Strategic alignment** – Topics include campaign orchestration, ROI of engagement, Martech innovation, and adapting to shifting behavior, aligned with our current goals.
- **Actionable takeaways** – I'll return with frameworks, examples, and best practices we can directly apply.

Let me know if I can move forward with registration and travel planning.

Thanks for considering,

[Your Name]