

Justification Letter

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To: [Insert first name]

Subject Line: Here's why I can't miss Ada Interact

Hi first name,

I'd like to request your approval to attend this year's Ada Interact conference in Chicago, from September 13-14.

The keynotes, panels, sessions feature top brands showcasing how they use automation and AI to level up their brand experiences. Automated Brand Interaction can have a great effect on our company's growth, both by saving cost and increasing revenue, and this is an opportunity to learn more from the brands who are "best-in-class".

Speaking of growth, I'll also get a chance to explore and develop relationships with partners who can add value to our [product or service], and network with peers and leaders to gain valuable industry insights.

Finally, I don't want to miss the opportunity to interact with Ada experts, who will be onsite for dedicated one-on-one support and to walk me through solutions that can [insert challenge or solution that you want to learn more about] — a consultation session like this would typically cost \$300+.

Attending Ada Interact in-person in September will help me with these projects so I can hit my goals this year [or this quarter]:

- [add project or initiative here]
- [add project or initiative here]

Conference registration is free, and they will be providing food and beverages throughout the event. If I register before August 12, 2022, there are even more cost-savings options like the possibility for free travel reimbursement.

Here's an approximate breakdown of travel costs to attend:

- Airfare: \$XXX
- Round-trip transportation between airport and hotel: \$50
- Hotel: \$429 per night plus tax
- Meals: \$XX
- Total: \$X,XXX

After the event, I'm confident that I'll have what I need to come up with a strategy that can recession-proof our organization, as well as recommendations on how we can use Automation Brand Interaction to differentiate our brand in the market and drive growth. I'll share these tactics company-wide.

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

Sincerely,

(Insert Name/Signature Here)