

To:

From:

Subject: How [company name] can benefit from me attending Beyond 2023

I would like to request approval to attend Beyond 2023, ThoughtSpot's annual customer conference, at the Wynn Resort in Las Vegas on May 8-11, 2023. After reviewing the conference program, I've determined that this conference is highly relevant to the needs of our organization, especially to our current technology initiatives and priorities.

Overall conference benefits

The event offers the kind of forward-thinking insights and practical guidance needed to accelerate our digital transformation objectives with an emphasis on data and analytics strategies. Topics covered at the event include: [\[adjust depending on your topics of interest\]](#)

- How to connect analytics to real business value
- How to launch new analytics use cases and generate momentum for organization-wide adoption
- Empowering frontline employees to create their own insights, regardless of technical skill level
- How to tell timely and actionable data stories with interactive Liveboards
- How to fuel user retention and growth with embedded analytics
- Strategies for building a data-driven culture
- Data for Good

Key learnings that will help maximize our data investment:

- How to select best-of-breed solutions across the modern data stack
- How to put the power and innovation of our existing cloud technologies into the hands of every business user, customer, and partner
- How to break the endless cycle of dashboard creation by empowering everyone with self-service analytics

Multiple learning opportunities I will benefit from:

- A comprehensive overview of the ThoughtSpot product vision and roadmap
- Multiple sessions with presentations from ThoughtSpot customers (enterprise & mid-market companies covering all industries and use cases)
- Hands-on training for all levels of experience from introductory to advanced training/certification
- Multiple motivational and inspirational keynote sessions from leading industry experts

Practical takeaways I plan to put into action:

- See how consumer-grade search and AI technology is democratizing data and serving up timely, personalized, and actionable insights for all.
- Best practices for how to drive the cultural and process changes required for analytics-driven digital transformation
- Learn how data and analytics leaders are transforming their organizations and fostering data-driven cultures with practical tips, best practices, and stories from my peers.
- Understanding of ThoughtSpot's product vision and roadmap
- Become part of a global community of data and analytics professionals who are building their businesses, reputations, and careers on data.

Cost breakdown

Average Airfare	\$250 (domestic US travel)
Transportation (between airport and hotel)	\$64 (\$32 each way from Harry Reid Airport)
Hotel	\$966 (3 nights @ \$259+taxes & fees)
Meals (included in ticket price)	\$0
Registration	\$795.00 (until Jan 6, \$995 through April 1, \$1295 Standard)
Total Investment	\$2,075

Early Bird	Last Chance	Standard
\$795 Jan 6 deadline	\$995 April 1 deadline	\$1,905 No deadline



Please let me know if you have any questions about the agenda or any other aspect of the event, and I will gladly forward conference materials to you. I hope you agree that my attendance at Beyond 2023 will make a significant, positive contribution to our organization.

Thank you for considering my request, and I look forward to hearing back from you by [date] in order for me to maximize our company discount and secure tickets.

Regards,

[Your name]

[Position/Role]