Avaya ENGAGE 2024 Justification Email

Hi [FirstName]

Avaya ENGAGE is happening in Denver, CO from May 13-15. I've looked it over — it's just the type of conference we need to attend. This year, the focus is on advanced CX strategies and transformation of experiences through AI. Not just the how, but the why. And the expected return.

Here are few highlights:

Shaping your CX ecosystem: Meet with Avaya partners who are developing cutting-edge capabilities in AI, cloud, and data to transform the customer experience.

Creating the best CX through better employee experiences: How to use technology and innovation to not only equip your employees but truly empower them.

Making data and network security a business priority: How to fortify your endpoints and networks using encryption, authentication, and biometrics.

Enhancing the experience through AI and automation: How to elevate customer and employee experiences through intelligent interactions.

Check out more about Avaya ENGAGE: https://avaya-engage.avaya.com/denver-2024

Here are the approximate costs:

(insert estimated expenses; individual travel costs will vary)

- **Airfare/travel:** $xxx (flights to Denver International Airport, plus shuttle/car service)
- **Hotel:** $209-259 per night, plus tax
- **Meals:** $xxx (assume dinner expenses only, breakfast and lunch are provided at the event)
- **Conference Registration:** $1,850 USD (regular price through May 12)
- **Total:** $x,xxx

I'm convinced that attending Avaya ENGAGE will give us new ideas on how we can improve the customer experience and speed up business outcomes. I'm happy to answer any questions you have and appreciate your consideration.

Best
[Your FirstName]