

To:

From:

Re: Proposal — ServiceChannel ServiceX Customer Summit

As our brand grows so does the importance of maintaining a consistently amazing customer experience through our facilities. And that puts Facilities Management at the center of our business.

ServiceChannel is at the forefront of FM innovation, and delivers an average ROI of 22% for companies. I would like to explore some ways to get the most from ServiceChannel that can have an even greater impact for our business.

The ServiceX Summit is the facilities and operations learning event of the year. There are 31+ breakout sessions, along with guest speakers like Danny Meyer, the founder of Shake Shack, and an innovation showcase to help learn what's next and keep ahead of the competition. It's also a terrific opportunity to network with our industry peers to share challenges and best practices.

I think that attending ServiceX would help me to gain new expertise that I can share across the organization to help us work faster and smarter, and increase customer satisfaction in all our locations.

Here's an approximate breakdown of costs:

ServiceX Registration:	NO COST
Airfare:	\$000.00
Hotel (3 nights):	SPECIAL EVENT RATE (amount)
Meals (3 days):	INCLUDED (from Sunday, September 22, evening, through Tuesday, September 24, lunch)

After the event, I'll submit a post-conference report that will include an executive summary, major takeaways, tips, and a set of recommendations to share with key personnel to maximize our investment in ServiceChannel.

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

Regards,