



“CONVINCE YOUR BOSS” EMAIL

Subject Line: I want to attend Anaplan CPX 2019

Hi _____:

I'd like to attend Connected Planning Xperience (CPX), the premier planning conference, hosted by Anaplan on June 10 - 12, 2019. The San Francisco planning conference brings together Anaplan customers, partners, and industry experts for two days of learning, networking, and inspiration. There's also a third day of expert training I can opt into.

At CPX, I'll have access to 2,000 Anaplan experts from top companies around the world. I'm eager to hear their best practices for increasing business value through Connected Planning. If you'd like more details, check out the CPX website.

Post-event, I will prepare a report for the team that includes major takeaways and recommendations that will maximize our investment in Anaplan.

If I register by April 19, 2019, I'll receive a \$300 discount. Let me know if I can attend!

Best regards,

More detail you can add:

I anticipate that attending CPX 2019 will help me with these projects:

- [Describe two or more current projects and note any relevant CPX sessions or training that you hope to attend.]
- [Add additional benefits such as networking with specific companies, learning specific skills, sharing information with the team after event]

Here's an approximate breakdown of conference costs:

- Domestic airfare: \$300-\$500
- Ground transportation: \$90
- Hotel (three nights): \$700 - \$1100
- CPX 2019 registration by April 19: \$1,495