



EXPERIENCE MANAGEMENT

HI [\[MANAGER'S NAME\]](#)

In March, [\[me/the team\]](#) are hoping to travel to Salt Lake City to attend X4 —The Experience Management Summit, March 7-9. I wanted to get your sign-off and approval as early as possible while discounted tickets are still available.

X4 is the largest gathering of Experience Management (XM) professionals globally, with 3 days of keynote speakers, behind-the-scenes presentations from the most admired brands, and hands-on product training.

I'd really love to attend. Here's why:

- + **GET THE "BEHIND THE SCENES" FROM THE BEST EXPERIENCE BRANDS IN THE BUSINESS** - Senior leaders and visionary practitioners from over 80 top brands will highlight how they run their XM programs. Would love to pick up some of their tips and tricks.
- + **UPSKILL THE TEAM** - Hands-on training sessions and workshops from XM Scientists and the XM Institute will help us develop and improve our own program. Plus, I'd love to meet a few people we might be able to hire for our team.
- + **LEARN ABOUT THE LATEST INNOVATIONS** - I'd love to get a head start on the market by seeing any new tech that will be driving XM in 2023.

**HERE'S HOW THE NUMBERS STACK UP**

BASE CONFERENCE PASS: \$1099  
ADDITIONAL HANDS-ON TRAINING SESSIONS: \$599  
AIR FARE: [\[insert airfare here\]](#)  
HOTEL: [\[insert hotel cost\]](#)  
  
TOTAL: [\[Insert total here\]](#)

Feels like this would be a great way to invest in the team this year and I feel like there's a ton of value — particularly when you compare it to the cost of other similar conferences in 2023. There'll be lots of inspiration and practical guidance to help us take our experience to a new level in 2023.

Let me know what you think — I'm hoping to take advantage of the current pricing and book travel well in advance.

Thanks,

[\[Your name here\]](#)



## CUSTOMER EXPERIENCE

HI [\[MANAGER'S NAME\]](#)

In March, [\[me/the team\]](#) are hoping to travel to Salt Lake City to attend X4 —The Experience Management Summit, March 7-9. I wanted to get your sign-off and approval as early as possible while discounted tickets are still available.

X4 is the largest gathering of customer experience professionals globally, with 3 days of keynote speakers, behind-the-scenes presentations from the most forward-thinking brands, and hands-on product training.

I'd really love to attend. Here's why:

- + **GET THE "BEHIND THE SCENES" FROM THE BEST EXPERIENCE LEADERS** - Senior leaders and visionary practitioners from over 80 top brands will highlight how they run their customer-focused programs. Would love to pick up some of their tips and tricks.
- + **UPSKILL OUR TEAM** - Hands-on training sessions and workshops from XM Scientists and the XM Institute will help us develop and improve our own CX program. Plus, I'd love to meet a few people we might be able to hire for our team.
- + **LEARN ABOUT THE LATEST INNOVATIONS** - I'd love to get a head start on changes in the field by seeing any new tech that will be driving CX in 2023.

### HERE'S HOW THE NUMBERS STACK UP

BASE CONFERENCE PASS: \$1099

ADDITIONAL HANDS-ON TRAINING SESSIONS: \$599

AIR FARE: [\[insert airfare here\]](#)

HOTEL: [\[insert hotel cost\]](#)

TOTAL: [\[Insert total here\]](#)

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Thanks,

[\[Your name here\]](#)



RESEARCH & INSIGHTS

HI [MANAGER'S NAME]

In March, [me/the team] are hoping to travel to Salt Lake City to attend X4 —The Experience Management Summit, March 7-9. I wanted to get your sign-off and approval as early as possible while discounted tickets are still available.

X4 is the largest gathering of Research & Insights professionals globally, with 3 days of keynote speakers, behind-the-scenes presentations from the most admired brands, and hands-on product training.

I'd really love to attend. Here's why:

- + **GET THE "BEHIND THE SCENES" FROM THE BEST EXPERIENCE BRANDS IN THE BUSINESS** - Senior leaders and visionary practitioners from over 80 top brands will highlight how they run their research and insights programs. Would love to pick up some of their tips and tricks.
- + **UPSKILL OUR TEAM** - Hands-on training sessions and workshops from XM Scientists and the XM Institute will help us develop and improve our own program. Plus, I'd love to meet a few people we might be able to hire for our team.
- + **LEARN ABOUT THE LATEST INNOVATIONS** - I'd love to get a head start on the market by seeing any new tech that will be driving consumer insights in 2023.

**HERE'S HOW THE NUMBERS STACK UP**

BASE CONFERENCE PASS: \$1099  
ADDITIONAL HANDS-ON TRAINING SESSIONS: \$599  
AIR FARE: [insert airfare here]  
HOTEL: [insert hotel cost]  
  
TOTAL: [Insert total here]

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Let me know what you think — I'm hoping to take advantage of the current pricing and book travel well in advance.

Thanks,

[Your name here]



## EMPLOYEE EXPERIENCE

HI [\[MANAGER'S NAME\]](#)

In March, [\[me/the team\]](#) are hoping to travel to Salt Lake City to attend X4 –The Experience Management Summit, March 7-9. I wanted to get your sign-off and approval as early as possible while discounted tickets are still available.

X4 is the largest gathering of Employee Experience Management professionals, practitioners and leaders globally, with 3 days of keynote speakers, behind-the-scenes presentations from brands paving the way in employee experience management, and hands-on product training.

I'd really love to attend. Here's why:

- + **GET THE "BEHIND THE SCENES" FROM THE BEST EMPLOYERS** - Senior HR leaders & practitioners from over 15 top brands will highlight how they run their employee experience programs. Would love to pick up some of their tips and tricks.
- + **UPSKILL OUR TEAM** - Hands-on training sessions and workshops from workplace psychologists, XM Scientists and the XM Institute will help us develop and improve our own employee experience program. Plus, I'd love to meet a few people in the field we can learn from and potentially hire for our team.
- + **LEARN ABOUT THE LATEST INNOVATIONS** - I'd love to get a head start on how to evolve our listening and engagement programs by seeing any new tech that will be driving employee experience in 2023.

### HERE'S HOW THE NUMBERS STACK UP

BASE CONFERENCE PASS : \$1099

ADDITIONAL HANDS-ON TRAINING SESSIONS : \$599

AIR FARE : [\[insert airfare here\]](#)

HOTEL : [\[insert hotel cost\]](#)

TOTAL : [\[Insert total here\]](#)

Feels like this would be a great way to invest in the team this year and feel like there's a ton of value — particularly when you compare it to the cost of other similar conferences in 2023. There'll be tons of inspiration and practical guidance to help us take our employee experience practice to a new level in 2023.

Let me know what you think — I'm hoping to take advantage of the current pricing and book travel well in advance.

Thanks,

[\[Your name here\]](#)



SALT  
LAKE  
CITY

MARCH  
7-9  
2023

## BRAND EXPERIENCE

HI [\[MANAGER'S NAME\]](#)

In March, [\[me/the team\]](#) are hoping to travel to Salt Lake City to attend X4 —The Experience Management Summit, March 7-9. I wanted to get your sign-off and approval as early as possible while discounted tickets are still available.

X4 is the largest gathering of Experience Management (XM) professionals globally, with 3 days of keynote speakers, behind-the-scenes presentations from the most admired brands, and hands-on product training.

I'd really love to attend. Here's why:

- + **GET THE "BEHIND THE SCENES" FROM SOME OF THE WORLD'S MOST ICONIC BRANDS** - Senior leaders and visionary practitioners from over 80 top brands will highlight how they run their brand experience programs. Would love to pick up some of their tips and tricks.
- + **UPSKILL OUR TEAM** - Hands-on training sessions and workshops from XM Scientists and the XM Institute will help us develop and improve our own brand program. Plus, I'd love to meet a few people we might be able to hire for our team.
- + **LEARN ABOUT THE LATEST INNOVATIONS** - I'd love to get a head start on the market by seeing any new tech that will be driving brand experience in 2023.

### HERE'S HOW THE NUMBERS STACK UP

BASE CONFERENCE PASS: \$1099

ADDITIONAL HANDS-ON TRAINING SESSIONS: \$599

AIR FARE: [\[insert airfare here\]](#)

HOTEL: [\[insert hotel cost\]](#)

TOTAL: [\[Insert total here\]](#)

Feels like this would be a great way to invest in the team this year and feel like there's a ton of value — particularly when you compare it to the cost of other similar conferences in 2023. There'll be tons of inspiration and practical guidance to help us take our experience to a new level in 2023.

Let me know what you think — I'm hoping to take advantage of the current pricing and book travel well in advance.

Thanks,

[\[Your name here\]](#)



## GOVERNMENT EXPERIENCE

DEAR [NAME]

[I/the team] are hoping to travel to Salt Lake City to attend X4 —The Experience Management Summit, March 7-9. I wanted to get your sign-off and approval as early as possible while discounted tickets are still available.

The event brings together 10,000+ Qualtrics champions in both the private and public sector. It includes hands-on training with Qualtrics experts, insight into upcoming innovations on the platform, and sessions from successful government organizations about how they're using Experience Management to:

- + Improve their customer/resident and employee experience programs
- + Understand community health patterns for better public health outcomes
- + Engage communities for decision making and policy development
- + Drive program adoption by designing more equitable and intuitive programs

I believe this will be a great opportunity to network with other leaders in the public sector, as well as some of the pioneers in customer and employee experience in the private sector. It will also help me achieve my professional development goals.

As you know, the Qualtrics Experience Management platform is critical to our [program/strategic objective success].

By attending this event, I will deepen my knowledge of the platform and help [organization] achieve greater ROI from Qualtrics, as well as gain best practices from peers across various industries. Here is a cost breakdown:

BASE CONFERENCE PASS WITH PUBLIC SECTOR DISCOUNT: \$499  
ADDITIONAL GOVERNMENT-SPECIFIC TRAINING SESSIONS: \$599  
AIR FARE: [insert airfare here]  
HOTEL: [insert hotel cost]  
TOTAL: [Insert total here]

Thank you for your consideration.



EDUCATION EXPERIENCE

DEAR [NAME]

[I/the team] am hoping to travel to Salt Lake City to attend X4 —The Experience Management Summit, March 7-9. I wanted to get your input and approval as early as possible while discounted tickets are still available.

The event brings together 10,000+ Qualtrics champions in both the private sector and public sector, including many of our education peers. The summit includes hands-on training with Qualtrics experts, insight into upcoming innovations on the platform, and thought leadership sessions from successful education institutions about how they're using experience management to:

- + **Improve their student experience and well-being** to unlock new ways to meet student needs, which translates to better enrollment, retention, and higher graduation rates
- + **Understand teacher and staff experiences**, which will help us attract the best new talent and also increase retention and improve engagement for the talent already at our school
- + **Drive program adoption** by designing more equitable and intuitive programs
- + **Build more diverse and inclusive communities** and reduce achievement gaps through cultural awareness, empathy, and promoting change
- + **Upskill our team with hands-on training** sessions and workshops from XM Scientists and the XM Institute to help us develop and improve our own program

As you know, Qualtrics is critical to the work we're doing in our [program/strategic objective success].

I feel like there's significant value in attending — particularly when you compare it to the cost of other similar conferences in 2023. I'll deepen my knowledge of the platform and help [organization] achieve greater ROI from Qualtrics, as well as gain best practices from peers across various industries, including education, government, and healthcare. It will also help me achieve my professional development goals. Here is a cost breakdown:

- BASE CONFERENCE PASS WITH EDUCATION DISCOUNT: \$499
- ADDITIONAL EDUCATION-SPECIFIC TRAINING SESSIONS: \$599
- AIR FARE: [insert airfare here]
- HOTEL: [insert hotel cost]
- TOTAL: [Insert total here]

Let me know what you think — I'm hoping to take advantage of the current pricing and book travel well in advance.

Thank you for your consideration.