Subject Line: Sisense Eureka! 2019

Hi [Name],

As [Company] is a customer of Sisense, I recently learned about an opportunity to drive more value from our investment and I am writing to make a case for my participation.

On June 11&12, Sisense will be hosting their annual client conference in NYC with [**keynote speaker Steve Wozniak**](https://events.sisense.com/)**.** Of course, the impressive keynote caught my attention, but aside from The Woz, there are a number of reasons why my attendance at this year’s Sisense conference would be a strategic move for [Company].

**Protecting & Maximizing our Sisense Investment**

* First-hand updates from Sisense executive and product leadership on the 2019/2020 product roadmap
* Dispatches from [Sisense Labs](https://www.sisense.com/sisense-labs/), the innovation branch of Sisense, to explore strategies for implementing new product features like [Sisense BLoX](https://www.youtube.com/watch?v=_OltzPER1tE)—and teasers of the next innovations coming down the pipeline
* The opportunity to connect 1:1 with Sisense representatives and leadership to get our questions answered and ensure we’re leveraging all features of the product to achieve maximum value. I aim to explore [your specific questions and goals]

**Intel on the Latest Trends in Data & Analytics**

* Artificial intelligence in BI
* Cloud strategy
* Data monetization
* Analytics best practices and more....

**Growing [Company’s] Professional Network**

* Opportunities to build and expand our network with more than 600 senior business and analytics professionals from around the world. to learn how they are driving adoption amongst internal/external customers
* Participation in more than a dozen case studies exploring the exciting things other [role]’s like me are doing with Sisense.

I believe this will be an opportunity to stay ahead of the game when it comes to [Company’s] data & analytics goals for 2019 and beyond. Here’s what we’ll need to budget for Eureka!:

Airfare: $ estimate based on your proximity to NYC

Transport: $ estimate based on airport/hotel

Hotel: $ estimate based on your lodging allowance

Conference Fee: $750 until April 15th with considerable discounts for groups

Of course, I would be excited to come back to report on all that I learn in the field to ensure everyone at [Company] benefits from all of the insights and breakthroughs Eureka! is sure to provide.

I appreciate your consideration,

[Name]