

# Justification Letter for Coveo Impact 2019 in San Francisco

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To:

Subject: Request to Attend Coveo Impact 2019

It has come to my attention that Coveo is hosting its customer and partner event from May 22 to 24, 2019 in San Francisco, CA. This exciting event will enable me to network with like-minded peers and colleagues, as well as gain crucial insights into how our team can more strategically use Coveo to achieve our business' goals.

Coveo Impact 2019 is an unmatched opportunity for learning, networking and sharing new ways to create the relevant experiences that our customers, employees and partners expect. I am specifically hoping to gain a deeper understanding of how we can use relevance and AI to:

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Overall, I will gain a deeper understanding on how we can use AI-powered search to drive real business results through our customer service efforts, our marketing strategy, our knowledge management and more. I can also attend intensive pre-conference workshops on implementing a Knowledge Centered Support (KCS) strategy and gain a deeper technical knowledge of Coveo with Coveo Academy workshops.

A breakdown of the approximate cost for attending Coveo Impact is as follows:

|                            |    |
|----------------------------|----|
| <b>FLIGHT:</b>             | \$ |
| <b>HOTEL:</b>              | \$ |
| <b>MEALS:</b>              | \$ |
| <b>OTHER<br/>EXPENSES:</b> | \$ |
| <b>TOTAL COST:</b>         | \$ |

Please note that the conference ticket price goes up on March 1. Should you wish to know more about the conference, all available information can be found at [impact.coveo.com](https://impact.coveo.com).

I believe this event is a valuable opportunity for me to gain more knowledge in the areas of \_\_\_\_\_ and this investment will yield dividends for our organization as we strive to accomplish our strategic goals this year.

Thank you for your consideration,