

Justification Letter for Attending Everest Group Elevate

Dear [Name],

I would like to request approval to attend **Everest Group Elevate**, taking place September 10–12, 2025, in Dallas, TX. This premier conference is tailored for growth-responsible leaders in sales, marketing, product management, account management, and revenue strategy. I will gain actionable strategies and tools to help our organization drive scalable, systematic revenue growth by attending.

Below are a few key benefits I anticipate:

1. **Proven Growth Strategies** - The 2025 theme, *Proven Strategies to Accelerate Growth*, aligns perfectly with our business objectives. Sessions will address driving increased revenue with decreased cost, capturing client retention in the age of AI, and strengthening alignment across sales, marketing, and product teams.
2. **Exclusive Peer Learning** - Over **300 senior executives** from \$500M+ B2B companies will convene, offering unique networking opportunities to share best practices and explore high-impact ideas.
3. **Industry-Leading Insights** - **Everest Group analysts** and top industry experts will present the latest buyer profiles and decision trends, helping us adapt to emerging market opportunities and optimize our go-to-market strategies.
4. **Practical Takeaways** - The conference prioritizes practical frameworks and case studies that can be implemented quickly. Attending will help me return with clear action plans to improve our revenue operations, reduce costs, and deliver more value to our clients.
5. **Long-Term ROI** - With registration priced at **\$1,999** (and **\$1,499** if we qualify for client status), the immediate and long-range benefits—including strategic insights, leadership development, and valuable new partnerships—justify the investment.

I am confident that the knowledge, connections, and actionable guidance I gain from Everest Group Elevate will translate into measurable returns for our team and organization. Thank you for your consideration, and I look forward to the opportunity to represent our company at this impactful event.

Sincerely,

