To share this with your manager, just copy and paste.

Dear [insert first name of manager],

I'm requesting approval to attend this year's ConneXions conference at the Wynn Hotel, Las Vegas, on October 12-15, 2024.

ConneXions is an opportunity to gather with industry innovators and thought leaders and share new ideas and best practices.**97 percent of past attendees surveyed describe ConneXions as a “must-attend” event.** Calix customizes the event experience with tracks for marketers, customer support leaders, network engineers and operators, ensuring that each attendee gets the most value out of their conference pass.

Past conference attendees have seen impressive business benefits. Their marketing, broadband operations, and customer support teams have used ConneXions to achieve great hings:

* Converted **64% more business subscribers than expected over a three-month period with** a tailored business solution.
* Boosted revenue of 15% and higher with tailored offerings built on Calix SmartHome, which offers powerful new ways to simplify and optimize our marketing and support activities.
* Earned NPS scores of 70+, thanks to the on-demand ONT speed and latency testing on the cloud-and-software-broadband platform from Calix.
* Ensured compliance using performance testing services—enabled by cloud capabilities—and 74% of all federally funded BSPs in the U.S. rely on them to apply for, secure, and maintain funding.
* Drastically reduced unnecessary truck rolls and earned a CSAT rating of 98 by building a cloud-enabled operations infrastructure delivers incredible broadband experiences for their subscribers.

By attending this event, I cannot only help deliver these benefits but also can bring back the latest learnings on how AI and cloud technology will affect the broadband industry, the differentiated managed services delivering new revenue streams, roadmaps for implementing 50G PON strategy or Wi-Fi 7, and new ideas to win federal and state funding. I will have the opportunity to attend:

* 1:1 meetings with Calix executives and experts
* Business and Technical Summits with experiences tailored to every role in our organization
* Extended Expo Hall hours featuring Calix partners and consulting engineers
* On-site marketing consults
* Circles of Success with attendee-led discussions on solution adoption, best practices and user tips
* Live training sessions, lab exercises, and certification exam prep for broadband operations and network engineers

The knowledge and insights gleaned from ConneXions will significantly impact how I approach my work, particularly projects like [project 1] and [project 2].

With an advanced pricing discount, the cost for a full conference pass is $1295 which includes access to industry summits, whiteboard sessions and workshops, opening and closing general sessions, leadership experience tracks, evening entertainment, tickets to an Innovation Showcase and Expo, Executive 1:1s, and access to the virtual event in November.

Thank you for considering my request.

Regards,

[Your Name]