

ENGAGE Justification Letter

Dear <insert Approving Manager name>,

I'm emailing you with the request to attend Avaya ENGAGE, the premiere event for the future of communications experience and its impact on digital transformation, taking place January 20-23 in Austin, TX. The event is hosted by Avaya and the International Avaya User Group (IAUG). Avaya ENGAGE is the best opportunity to learn about new approaches to common convergence problems and identify tools to help move our company forward. With more than 3,000 Avaya users in attendance, I will have the opportunity to engage with industry leaders, trusted vendors, and Avaya experts who can help our company maximize our IT spend ROI. I plan to return energized with recommendations and best practices for improving our department.

This year, there are more than 130 breakout sessions led by executives, solutions experts, partners, IAUG members, and Avaya customers. They're all packed with practical tips to help me do my job more efficiently. My main goal in attending is to find cost- and time-saving solutions to benefit our organization. Here are a few projects in queue that could benefit:

- <insert project or initiative>
- <insert project or initiative>
- <insert project or initiative>

In addition to the sessions, the conference offers the opportunity to learn about products and trends from some of the top Avaya partners exhibiting at the show. I'll also get the chance to talk in-person with the Avaya support team and get tips and tricks on how to get the most out of their software and community.

Here's an approximate breakdown of conference costs:

SELECT ONE OF THE TWO OPTIONS BELOW BASED ON YOUR SITUATION

<IF YOUR COMPANY IS AN IAUG MEMBER> Because our company is an IAUG partner member, my registration for the conference is discounted by \$250 (\$500 if I register by November 1).

<IF YOUR COMPANY IS NOT AN IAUG MEMBER> If our company is interested in becoming a member of IAUG, my registration would be discounted by \$250 (\$500 if I register by November 1).

I am happy to contact IAUG to get our membership started if you wish.

INSERT YOUR ESTIMATED EXPENSES IN THE LINES BELOW. TRAVEL COSTS VARY AND SHOULD REFLECT INDIVIDUAL COSTS.

- Airfare: \$xxx <Add estimated flight expenses to Austin, TX>
- Hotel: \$xxx <Add \$229 per night plus tax. For the full conference, assume a five (5) night hotel stay.>
- Meals: \$xxx <Breakfast and lunch are provided Monday through Wednesday; evening appetizers are provided Sunday through Wednesday.>
- Registration Fee: \$xxx <\$1000 IAUG end-user member / \$1250 non-member end user if signed up by November 1, 2018.>

The total costs are \$xxx. <Add all previous lines>.

Avaya ENGAGE has a reputation for delivering incredible value! If you would like more information about Avaya ENGAGE, visit the [conference website](#), or I would be happy to answer any questions you may have. I appreciate your consideration.

Best,