



Dear _____,

In looking at which professional development events might have the biggest impact on my work, leadership, and 2023 goals, I'd like to go to [Xperience 2023](#) in Las Vegas, Nevada, in February. Since it's a non-traditional CX/EX conference, I wanted to explain why this event is worth the investment.

- **Cost.** Compared to other events where participants pay for the conference plus hotel, food, and extras, the cost of this all-inclusive experience includes lodging (single room), all meals and snacks, and program (speakers, panels, immersions, tours, reflection sessions, etc.). I just pay travel to Las Vegas, which is often less expensive than other conference locations.
- **People.** This invitation-only event will be gathering some of the most influential and forward-thinking experience experts (CX, EX, UX, etc.) from around the world with the intention of creating a community of thought leaders who can inspire and challenge each other at the event and then continue the conversation after the event. This is so much more than casual networking. It's an opportunity to develop meaningful relationships with other leaders, which can help me stay cutting edge as an experience leader.
- **Multi-Dimensional.** Not only has this event been designed to create opportunities for engaging the future of CX/EX/UX, it also focuses on the professional and personal growth of the participants. Just like the world of experience that needs to be looked at holistically, this event aims to engage and develop the whole person. I welcome an opportunity to put my whole self into this experience so that I can come back refreshed, inspired, equipped, and prepared to make a significant impact in our organization's experience ecosystem.

Thanks so much,