

Convince Your Boss

Hoping to attend Spark in Atlanta this October, but need to convince your boss it's worth the expense? We've got you covered! **Copy, paste, and customize the letter below and give your boss the info they need to see the value of Spark's in-person experience.**

Hey there, **[BOSS NAME]**!

This October 3–5, FullStory is hosting **Spark**, the first Digital Experience Intelligence (DXI) conference, in Atlanta, and I would like to attend. The in-person event takes place over three days and offers result-driven sessions, labs for learning how to utilize FullStory's features best, and time where I can pick the brains of DXI experts, some of which are within our exact industry.

What

The first-ever DXI conference, designed by industry leaders to help businesses like ours gain a competitive edge in the digital space with powerful data collection and analytic tools.

Spark will offer the know-how to quickly iterate on our digital experience, giving our customers exactly what they need when they need it. [View the full Spark agenda here.](#)

When and where

October 3–5, 2022 at the Omni Hotel in Downtown Atlanta

Cost

Tickets are \$599.

Hotel rooms are \$199 a night for double or single occupancy plus a 16.9% tax and a \$5 state fee per night.

The value of attending

- Develop a deeper understanding of DXI for our team, leading to powerful product and performance insights and efficient decision-making—overall saving us time and money.
- Sessions created to drive results, meaning each session will teach us effective ways to utilize DXI and analytic tools, which can be brought back and implemented immediately.
- Network with digital experts inside and outside the FullStory team that can answer questions specific to our business.
- Give us a competitive advantage by not only teaching us how to use DXI, but by streamlining goal creation and minimizing time to implementation.

Please let me know if you have any questions.

Thanks,

[YOUR NAME HERE]