### For an Analyst Use Case

Subject: EDGE by ObservePoint

Dear [insert supervisor’s name],

As you know, it’s important that the entire company can trust all data that we report on. Using ObservePoint has made it so much easier to have complete faith in our analytics. This is why I’m writing to ask your approval to attend ObservePoint’s user conference, EDGE, in Provo, Utah, from September 25 - 27, 2023.

An analytic system as robust as ours is not a “set it and forget it” program. Making sure it’s running properly requires continuous monitoring, and I’m able to do that with ObservePoint. By attending this conference, I'll be able to further enhance my ObservePoint skills and make sure we are getting the most ROI possible from this investment.

Here are some ways our company would benefit from my attendance:

• **Learn from Analytics Experts:** EDGE sessions are taught by the best in Analytics validation. I can attend hands-on training and sessions that are directly related to the job I do, and I’ll learn from real-world case studies of success. All of this will help us ensure we see measurable ROI from our investment in ObservePoint.

• **Stay ahead of Analytics trends:** During the keynotes, sessions, and customer success stories, I’ll get to learn what’s new from industry leaders who are creating breakthrough customer experiences.

**• Learn from Colleagues:** EDGE attendees come from organizations (small and large) from all over the world. I’ll be able to exchange ideas and get solutions to the challenges our organization is facing.

**• Opportunities for one-on-one coaching:** This year, ObservePoint is offering one on one consultations to help us with our biggest challenges. Having this face-to-face time with ObservePoint experts would help me immensely in ensuring our Analytics audits are optimally configured.

What’s more, this conference is a relatively minimal investment for continuing education resources. The accommodations and conference pass will be less than $900, whereas most user conferences start at $1,000 for the pass alone. All meals are provided, and the only additional cost would be flights & one airport transfer. This conference is being held in an affordable location where conference attendees can focus on learning ObservePoint without any other distractions.

After EDGE, I’ll submit a post-conference report with major takeaways and learnings, so I can share everything I absorbed with other team members, and maybe even the larger organization.

You can learn more about EDGE at<https://edge.observepoint.com/>

I appreciate your consideration and would love to talk more about this.

Thank you,

XYZ