### For those new to ObservePoint

Subject: Learning ObservePoint at EDGE

Dear [insert supervisor’s name],

I’m excited by our recent investment in ObservePoint, and I’d like to make sure I am an expert on how to use this platform to make sure we get the most ROI possible. 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.

This conference is structured in a way that provides ample opportunity for face-to-face learning on the ObservePoint platform. Content ranges from just how to use it and get started, to optimizing our company’s Privacy & Compliance strategies using ObservePoint as a tool. Navigating these new & evolving privacy laws is extremely complex, and I want to make sure that we do our absolute best to keep our website compliant. This is a one-of-a-kind event where I can get hands-on training on how to audit and set up our company’s website to mitigate risk and ensure our data & tracking is operating how we expect it to.

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

**• 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 Privacy audits are optimally configured.

**• Small group beginner breakouts:** There are 3 different breakout sessions that are specifically tailored to beginners. This is almost 5 hours of small-group coaching where I can optimize our ObservePoint instance in just a few days, rather than trial and error over the course of a few months.

• **Learn from the Privacy Experts:** EDGE sessions are taught by the best in Privacy Compliance. 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 Digital trends:** During the keynotes, sessions, and customer success stories, I’ll get to learn what’s new and next 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.

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