



We know it - you work hard to do extraordinary things every day! We want to help by providing ways to network with experts and peers, gain industry insights, and harness useful product knowledge. Attending Upland's Sales Enablement Roadshow is an excellent way to get started.

Extraordinary Content, Networking, and Training

Join our 2019 Upland Sales Enablement Roadshow in **San Francisco** on October 22 & 23.

- **Day One:** Full-day of interactive opportunities, including a product updates, breakout sessions, panel sessions, best practices, and more. Includes complimentary breakfast, lunch, and a networking cocktail reception.
- **Day Two:** RO Innovation training sessions. Includes multiple breakout sections (no "tracks", you choose your own adventure!), plus complimentary breakfast and lunch.

There will be ample time for networking with peers and Upland Qvidian & Upland RO Innovation leadership. You may access information including pricing, agendas, and hotel details [HERE](#).

Anticipated Cost to Your Organization

Some organizations require employees attending a conference to submit a detailed cost/benefit analysis. Understanding these factors is critical. Please use the below details as guidance:

- Registration: Premier Access, or Day One/Day Two Access Only ([pricing details here](#))
- Flights
- Hotel
- Ground Transportation
- Extra meals or per diem



Benefits to Your Organization

Outlining the specific outcomes and benefits that you will bring back to your organization is important to help your manager or supervisor understand how you will grow professionally and improve the performance of the entire team. Use the session agenda available on the [roadshow website](#) to help explain which sessions you plan to attend and why. You might consider outlining the benefits as follows: **Team Goal > Which Session I'm Attending > The Big Benefit to our Organization.**

Justification Email or Letter to Supervisor or Manager

If you need to submit an email or letter to justify your attendance, we have provided a sample document that you can modify as needed. We hope to see you at one of our Roadshow events! It promises to be a worthwhile experience for every member of your team.

Sincerely,

The Upland Sales Enablement Team





Dear

Upland RO Innovation is hosting a Customer Roadshow Event in **San Francisco on October 22 & 23**. Like the RO Elevate event in years past, attending the San Francisco Roadshow is important to my professional development and the continued success of our entire customer reference and advocacy team.

This event offers a unique combination of valuable product training, current industry issues, panel discussions, and trends that will affect customer reference and sales teams. I am confident that our customer reference team will gain the following benefits from attending:

- 1.
- 2.
- 3.
- 4.

Anticipated Cost Breakdown	Expected Cost
Conference Day One	
Flight	
Lodging	
Ground Transportation	
Mileage Reimbursement	
Meals or Per Diem	
Other costs	
Total Cost per Attendee	
Grand Total	

The opportunity for me to attend Upland’s Sales Enablement Roadshow is invaluable. Thank you.