## **Attendee Justification Letter - Global**

Hey [Boss’s Name],

I’d like to attend SugarCRM’s in-person CRM Adoption Roadshow workshop in (**insert location)** on **(insert date),** 2024.

Sugar is a business-critical solution of ours that supports our business's productivity and growth. Attending the workshop will give me the opportunity to understand the product roadmap and future innovation, learn strategies to boost our own user adoption and engagement, connect with fellow Sugar users to exchange ideas, and hear real-life tips and advice on successfully driving adoption and change management in our business.

Companies of all sizes, from all industries, send their CRM administrators responsible for CRM implementations. The workshop is free, so I’d only need the cost of my travel and accommodation covered. I’m confident this is a worthwhile investment to our company and my development.

Thanks,

[Your Name],