



Ecommerce
WIKI WEEK

Justification Letter

Request to attend EcommerceWiki Week 2019

Dear (Decision Maker Name),

I am requesting approval to attend EcWW19, the biggest ecommerce schooling event, which will take place from the 16th to the 18th of July, 2019 at the Hogeschool van Amsterdam, Netherlands.

I consider this event to provide exceptional opportunities for education, networking, and insights into the current and future trends related to ecommerce. At the event, 200+ professionals and 30+ industries will be brought together, exploring the latest topics influencing the industry such as, Artificial Intelligence, Personalisation & Merchandising, Master Data and UX & Optimization, among many others.

Moreover, throughout the course of this 3-days-event, there's also time dedicated to networking, so I'll have a chance to raise our profile and develop our company relationships and contacts. I can meet with key decision-makers, get hands-on training, and offer input into our company roadmap. The company visits held after the tracks will also make possible to meet other organizations that may be facing challenges similar to ours, so it will be an invaluable opportunity to gain practical insights and hear success stories that are directly applicable to our business.

[Optional – Include your projects/goals below]

I believe attending EcWW19 will help me accomplish the following goals:

- [add goals/project/initiative]

Here is an approximate breakdown of event costs:

- Airfare: [insert current rates to/from your destination]
- Transportation (between airport and hotel): ~€____
- Hotel (2 nights):
 - o 3 Star Hotels - €____ - €____/night
 - o 4 Star Hotels - €____ - €____/night
 - o 5 Star Hotels - €____ - €____/night
- Meals (3 days at €____): €____ (Coffee & lunch break, and drinks & bites are included with the registration fee)
- Registration Fee: [199.00€/day-Retailer/Brand /// 399€/day-Non-retailer]

Total: €_____

I'm hoping to register while space is still available and travel costs are lower.

I am convinced that taking part of EcWW19 will boost my value to our organization, and I look forward to sharing my learnings with the rest of the team. Thank you for considering this request.

<Your Name>