



Justification Letter for Interact 25

subject lines Subject Line A: Why attending Ada Interact is a smart investment
Subject Line B (alt): Request to attend Ada Interact—AI CX conference in Toronto

letter template Hi [First Name],

I'd like to attend Ada Interact, Ada's flagship AI customer service conference, happening September 16 in Toronto. It's a one-day event designed specifically for CX leaders and automation teams to deepen their AI expertise, connect with peers, and get hands-on with the latest strategies driving performance and cost savings.

Here's why I believe it's worth attending:

- **Purpose-built for CX + AI teams:** There are tailored tracks for both leaders and automation managers—ensuring each role walks away with insights and tools that apply directly to their day-to-day work.
- **High-caliber attendees:** 250+ CX professionals from companies like AirAsia, monday.com, and Square have attended in the past and will attend again.
- **Curated peer learning:** There will be roundtable discussions hosted by CX leaders and expert practitioners. These aren't panels—they're working sessions where everyone contributes, learns, and shares real-life examples.
- **Product vision & roadmap:** We'll get an early look at Ada's upcoming features, AI advancements, and strategic priorities—which can help us plan our next phase of automation more effectively.

In short: Ada Interact is a high-impact day with immediate takeaways we can apply to improve performance, reduce costs, and elevate the customer experience.

Here's an estimate of the costs:

- Early bird registration: \$350 CAD (available now)
- *Regular registration:* \$1,000 CAD
- Airfare: \$XXX
- Hotel: \$X CAD/night + tax
- Total Estimated Cost: \$X,XXX

Happy to provide more details if needed—just let me know. I'd love to attend and bring back insights we can use right away.

Best,
[Your Name]