

**Subject:** Request to Attend ConneXions 2025 – Strategic Opportunity for Our Team

Dear [insert first name of manager],

I'd like to request your approval to attend **ConneXions 2025**, taking place **October 18–21** at the **Wynn Las Vegas**.

This is the premier event for broadband innovators—bringing together marketers, support leaders, operations teams, and network engineers to explore the strategies, tools, and technologies that are reshaping our industry. In fact, 97% of past attendees call it a “must-attend” event.

This year's theme—**New Game. New Rules**—perfectly captures the challenges we are navigating right now:

- New competitors entering once-secure markets
- Rising subscriber expectations for seamless, fully managed broadband experiences
- Pressure to deliver more value with fewer resources

**Why it matters for us:**

Teams who have attended ConneXions have returned with insights that led to measurable impact:

- **Increased revenue** by launching SmartLife services into small business and community markets
- **Improved retention** using persona-based offers built on deeper subscriber insights
- **Reduced truck rolls and boosted CSAT** through automation and streamlined support
- **Achieved NPS scores of 70+** via cloud-enabled platforms and simplified ONT management
- **Maintained compliance** using performance testing tools trusted by 74% of federally funded BSPs

**What I'll bring back:**

- Strategic insight into how AI and cloud are redefining broadband experiences
- Roadmaps for SmartLife adoption, Wi-Fi 7, and new monetization models
- Funding strategies tied to 5G and BEAD initiatives

**Additional value:**

- 1:1 meeting with Calix executives, innovators, and experts
- Role-specific Business & Technical Summits
- Peer-led Circles of Success, where I will learn the latest those that have paved the way forward and live use case deep dives
- Extended Expo Hall hours with Calix partners and consulting engineers

The knowledge I gain will directly support our goals—especially projects like **[insert project 1]** and **[insert project 2]**.

Thank you for considering this request. I am confident the insights and connections from ConneXions 2025 will help us move faster and smarter to create new experiences for our subscribers in this new broadband era.

Best regards,  
[Your Name]