

ZERO-IN 2026 Justification Letter

I'm requesting your approval to attend [ZERO-IN 2026](#) on November 5–6 in Nashville, Tennessee.

ZERO-IN is ChurnZero's annual conference for customer revenue and success leaders. It focuses on the strategic challenges facing customer teams like ours, including AI, revenue retention, talent development, and cross-functional alignment.

There is also the opportunity to attend ChurnZero's Customer Training Day on November 4: a full day of platform training at minimal extra cost.

The main event is a two-day, customizable program of workshops, tactical sessions, and keynotes centered on practical solutions and usable frameworks. Expected topics include:

- Adapting CS roles and operating models around AI.
- Taking greater ownership of renewal, retention, and expansion revenue.
- Translating customer activity into outcome-based value narratives.
- Aligning CS metrics and forecasting with board-level revenue expectations.
- Building our team's commercial, consultative, and decision-making skills.
- Balancing automation and human judgment to scale efficiently.

Previous speakers have included CEOs and senior leaders from Axios, LinkedIn, Monday.com, Squire, Synthesia, and other high-performing organizations.

I believe this event will support our strategic goals and will provide concrete approaches to improving efficiency, deepening customer value, and increasing retention and expansion revenue.

Thank you for considering this request. I'm confident that attending ZERO-IN will translate into meaningful business outcomes for our team.