

To:

From:

Subject: 3XE Digital Marketing Conference

Hi

I am writing to request approval to attend the next 3XE Digital Marketing Conference in Croke Park, Dublin (full details are at www.3xedigital.com).

3XE have been running Digital Marketing conferences for a couple of years and have managed to get some of the very best, award winning marketers, from Ireland, USA, and UK, to present their expertise to the Irish digital marketing industry. This appears to be the largest gathering of digital marketers and industry experts in Ireland.

The next 3XE includes some amazing plenary presentations as well as industry-leader-led, hands-on workshops (the workshops should enable me to test some of the key takeaways from the sessions). I will get the chance to choose two of these workshops which will be run by companies such as Google, Wolfgang Digital and Digital Marketing Institute. The conference appear to have been designed to optimise attendees learning so that they come away with actionable insights.

I'll have the opportunity to meet and network with peers who are focused on the digital marketing experience in their own roles. Between the content presented in the breakout sessions, trainings, and keynotes, I plan to continue to strengthen my skills in Digital Marketing that I can apply to the business.

Some of the things that I think will be most important to our particular business are

- How to improve our Digital Marketing strategy.
- What are the latest trends in Digital Marketing.
- What our peers and competitors see as the key focus areas for the next 12 months and beyond.
- Some practical tips and tricks on what other businesses like us have done and how they are succeeding using Digital Marketing.
- Learn what peer organisations are doing that we can learn from and implement in our business.
- Connect with others in the industry that can really help us drive those KPI's

When I get back to the office, I will share the various takeaways with the team, including those that we can implement immediately and some outlines on how we'll make that happen.

The conference is also Ireland's fastest growing digital event with over 500 delegates. This should provide me with loads of opportunity to network, share ideas and hopefully build partnerships with people who could prove to be important to our business.

From the research I have done into the upcoming conference I think help on these projects/regarding these aspects of my job

- Add project/initiative
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Standard Conference Ticket Cost: 245 Euro per ticket (but if we send more than one from the company, discounts apply)

Thank you for taking the time to review this request, and I'm looking forward to hearing from you.

Regards