

<<date>>

Dear <<insert Manager's name>>,

I'd like your approval to attend Content Summit Australia at the Brisbane Powerhouse on 9–10 March 2027.

Content Summit Australia is a two-day event focused on what actually makes content work. It brings together marketers, strategists and creatives to share real examples, case studies and ideas that can be applied straight away across brand, digital and content marketing.

Here are six reasons I believe attending would be valuable for both my role and the business:

1. Practical ideas we can implement immediately across our content and marketing activity
2. Real-world case studies from brands and teams doing the work, not just theory
3. Up-to-date insights on platforms, tools and trends impacting content performance
4. Opportunities to improve how we measure, optimise and report on marketing results
5. Fresh thinking on brand, audience and storytelling to strengthen our approach
6. Valuable industry connections and benchmarking against other leading teams

I've outlined the approximate cost below:

**Registration:** \$1,090 early bird for single tickets purchased before 31 December 2026, and \$1,290 for standard / full price tickets. There are discounts available for small and large groups if anyone else in the team wants to attend.

**Travel costs:** \$XX.XX (if applicable)

**Total:** \$XX.XX

Upon my return, I'll share a summary of key takeaways with the team, including those we can implement immediately to maximise our content performance and impact our bottom line.

Previous years have sold out, so I'd like to secure a spot early.

I know we'll quickly recoup the investment you'll be making by approving this request. Thank you for considering my request.

Kind regards,  
<<Your name>>