

Dear <Insert Manager's Name>,

I would like your approval to attend Content Summit Australia at Brisbane Powerhouse, Brisbane, on Tuesday 18 March, 2025.

The summit is a full day of keynote speakers, panels and workshop sessions covering how to create and execute a digital content marketing strategy including social media, digital content, email marketing, website optimisation and measuring ROI for businesses.

There's also a second optional day of hands-on workshops to learn real, actionable skills to strengthen our organisation's marketing efforts.

Here are six reasons I think it would be great for me and for our company:

1. Access to case studies and success stories that will help us create or justify our own strategies.
2. A chance to create and execute a content strategy for our business that will drive awareness, customer engagement and revenue.
3. The opportunity to learn and hone content creation skills including video editing, social media best practices, web copy and blogging, and audio recording.
4. Being able to measure, tweak and optimise our in-house marketing efforts so you get a better idea of what is working and what is not.
5. An opportunity to participate in professional development in an area I'm passionate about.
6. Time to spend with the facilitators and like-minded attendees at the event and some time to make new connections.

I've broken down the approximate cost of my attendance at Content Summit Australia below:

Registration:	\$449 registration fee early bird, \$599 full price, plus \$199 for the workshops day There's a discount available for small and large groups if anyone else in the team wants to attend.
Travel costs:	\$XX.XX
Total:	\$XX.XX

Upon my return, I will share key takeaways, including those that we can implement immediately to maximise our content marketing and impact our bottom line. I know we'll quickly recoup the investment you'll be making by approving this request.

Thank you for your consideration of this request.

Regards,