

Hey **[insert boss' name]**,

I'm really interested in attending **Product Marketing Summit London** on **December 4 & 5, 2024** (full details are at <https://world.productmarketingalliance.com/location/london/>) and would like to allocate my education budget towards this event.

Product Marketing Alliance's event is dedicated to supporting PMMs through their business journey with the strategies, trends, tactics, and methods needed to make an impact in our market.

This is not your typical event. It's more focused on breaking the everyday working cycle, connecting with like-minded professionals from around the world, and getting practical advice to be more successful in our own business moving forward.

Between the content presented in the 15+ sessions, workshops, keynotes, and networking roundtables, I plan to strengthen my skills in **[X]**, **[Y]**, **[Z]**, and from the research I've done into the upcoming event, I think it will help with these goals of my current role at **[company's name]**:

- **Goal #1:** ****example**** Enhance product management capabilities to better evaluate, optimize, and communicate progress on products
- **Goal #2:** ****example**** Execute and support the expansion of current and new products in different markets
- **Goal #3:** ****example**** Develop product marketing skills

Product marketing experts from **[insert X, Y, Z top company names speaking at the event]** will be sharing their insights in sessions like:

- **Session #1:** ****example**** Effectively collaborating with cross-functional teams
- **Session #2:** ****example**** Supercharging GTM strategy to improve scalability
- **Session #3:** ****example**** Product positioning and messaging for better product launches
- **Session #4:** ****example**** Enhancing consumer research to better understand key personas

Lots of respected leaders within the field are talking about it and this is what attendees had to say about previous events:

"It's rare I get an opportunity to focus solely on the functions of product marketing outside of the day-to-day. I'm walking away with a plethora of ideas I want to implement across my team." - **Director of Product Marketing, Trimble Inc.**

"Product Marketing Summit far exceeded my expectations going. I forget how valuable it is to spend time and network with peers. There was incredible content shared by fellow PMMs and I'm walking away with a list of ideas to start implementing straight away." - **Head of Product Marketing, Oracle**

"The summit led my team to generate new ideas and start discussions on a strategic level." - **Senior Product Marketing Manager at StackAdapt**

"PMA understands what PMMs want and have built an amazing conference to match. A diverse representation of speakers, presentation formats with round table discussions to break up the day, it is a must-attend event." - **Product Marketing Manager at Microsoft**

I believe Product Marketing Summit London would equip **[company name]** with the quintessential knowledge to differentiate our services from our competitors, and given the payment plan options available to make the event financially viable, this would be an impactful investment. As well as this, I'll be sure to submit a post-event report including an executive summary, major takeaways, tips, and pictures from the event.

I'd be delighted to discuss this opportunity with you in further detail. Let me know if there's anything else you need from me at this stage.

Thanks,

[Your name]