

Subject: Why I'd like to attend smarter.tech '25 | Oct 29, 2025

Dear [Boss],

I'd like your support to attend **smarter.tech '25** on **29 October at Irene Village Mall, Pretoria**. It's a one-day, practical conference built for people like me — hands-on practitioners, technical leads, and decision-makers who want fewer slides and more real-world insights.

Here's why I think it's worth my time (and the company's):

- **Direct relevance:** Breakout sessions on cloud, automation, DevOps, collaboration, and security directly align with our current priorities.
- **Practical outcomes:** The small, interactive sessions (25–30 people max) are designed for open Q&A and usable takeaways I can bring back to the team.
- **Connections:** I'll meet peers and industry experts who are solving the same challenges we face, and build relationships that could benefit us long-term.
- **Knowledge sharing:** I'll bring back frameworks, templates, and session recordings so the wider team benefits from my attendance.

It's a focused, one-day event, and I believe the ROI for our team will be immediate. Thanks for considering my request — I'm confident the insights and connections will help us deliver smarter in 2025.

Best,
[Your Name]