Hello [insert boss’ name],

I would like your support in attending Women in Tech Africa in Cape Town, on the 18th & 19th March 2020. It is one of the largest women in tech events in Africa, attracting over 1,200 inspirational leaders and industry experts from across the continent.

Here’s a quick list of why I am interested in attending the event:

**Inspiration & Motivation**

* Learning from Africa’s most successful women in tech will help me to push the limits of my work productivity, learn new skills and stretch my comfort zone.
* There is a whole stage dedicated to improving my soft skills and offering career advice to help me fulfill my potential. Sessions include guidance on leadership, confidence, and how to manage relationships.

**Tech Talks**

* By seeing how emerging technologies and processes are being used by the most successful organisations in the world, including Blockchain, Cloud computing, data analytics, I will gain new ideas on how we should incorporate these technologies within our own business.
* There are also in-depth workshops specifically on these topics, which will improve my technical knowledge and skills.

**Business Strategies**

* These sessions will deliver expert insight on the most important issues facing businesses: using tech to identify new revenue streams, strategies for attracting and retaining employees, and managing organizational change.
* I’ll be able to share key learnings to further our long-term success.

The breadth of knowledge, skills and inspiration I’ll gain will enable me to contribute even more value to our business and provide real return on investment.

|  |  |
| --- | --- |
| Costs |  |
| Ticket |  |
| Airfare and transportation | **[Insert cost]** |
| Hotel | **[Insert cost]** |
| Meals | **[Insert cost]** |
| Total event costs | **[Insert cost]** |

For more information you can visit the website here: <https://www.women-in-tech-africa-summit.com>

Thank you,

[name]