Dear [YOUR BOSS NAME],

I have been looking at relevant upcoming events on artificial intelligence that I believe we should attend to further our knowledge and presence – in particular **World Summit AI** in Amsterdam this coming October. There are lots of AI events out there, but I think this one is the best – both for my own development within the company and for our overall business success in general.

There is also a **25% off ticket offer** available for the company until next Friday 14th June.

World Summit AI is known as the best gathering of the AI ecosystem where I can meet with CEOs, VPs, integrators, adopters, scientists and end-users of advanced AI solutions in all verticals, which is why it is so relevant to our market. [YOUR SECTOR]

By attending I will be able to

* Learning from AI gurus and thought leaders who apply AI solutions for growing business in enterprise, science and technology
* Build a better understanding of the ethical side of it all (AI4good)
* I will be able to find out what others are doing by networking with some of the 6,000 plus high-quality attendees focused on AI
* It will also be a really efficient use of my time as the event is running in the same week as World AI Week which will include 100 affiliated conferences, workshops and showcases. Most of these are free and promise a week of hands-on experience as well as knowledge gathering about who is doing what and where.

If you have a moment, it is well worth looking at the websites for both the summit and the week-long AI extravaganza (their term but it sounds like it will be just that!).

World Summit AI: https://worldsummit.ai/

World Summit Week: https://worldaiweek.ai/

Regarding cost, there are still discounted early booking prices + 25% discount offer for the company, which increase at the end of June. At the moment standard passes are nearly at the lowest price all year– just €949 +vat. The cost of a pass includes access to all stages (except C-Level track); workshops and exhibition area; networking drinks reception and after-party; AI-driven networking event app; all post event material including speaker slides and videos (subject to speaker consent); 24/7 customer service.

By joining this event I and [YOUR COMPANY] have the chance to join a much bigger AI community, beyond this single event. With 40,000 members from 161 countries worldwide the opportunity to develop ongoing dialogue and meetings with real business prospects is huge. As I regularly discuss within the team the role AI can play in our business and its ongoing development, I truly feel this is an event we should not miss out on.

I look forward to hearing your thoughts.

Kind regards