**Subject:** Request to Attend ScreenShift Connect – Complimentary Pass Opportunity

Hi [Manager’s Name],

I’d like to request approval to attend **ScreenShift Connect**, happening on **October 14, 2025**, at **City Winery in NYC**. It’s a forward-looking industry event that brings together marketers, media buyers, platforms, and data leaders to explore the future of advertising, content, and technology.

Why this is a smart opportunity:

* **It’s free to attend**: As a brand-side marketer, I qualify for a complimentary pass, making this a high-value, low-cost professional development opportunity.
* **Improve our media strategy**: I’ll gain insights on how brands are optimizing across CTV, streaming, and digital video—especially as performance and ROI expectations grow.
* **Explore emerging tools**: Sessions cover the evolving role of AI in creative development, campaign optimization, and measurement—areas we’re actively exploring.
* **Benchmark with peers**: I’ll connect with other marketers facing similar challenges and discover how they’re navigating fragmentation, targeting, and content strategy.

I’ll return with insights that can immediately impact our campaigns. Let me know if you’d like a quick overview of the agenda, the speaker list, or require additional details about the event.

Thanks,  
[Your Name]