**Subject:** Request to Attend ScreenShift Connect – Media Buying & Strategy Insights

Hi [Manager’s Name],

I’d like to request approval to attend **ScreenShift Connect**, taking place on October 14, 2025, at City Winery in NYC. This event is designed specifically for media buyers, planners, and strategists navigating the increasingly complex converged media landscape.

Why this matters to us:

* **Platform and partner access**: ScreenShift brings together top-tier brands, advertising agencies, streaming platforms, networks, and ad tech partners. It’s a rare opportunity to engage directly with the companies shaping our media plans.
* **Actionable insights**: Sessions are built around real-world case studies, cross-screen campaign strategies, measurement innovation, and how AI is reshaping media planning.
* **Client impact**: Attending will help me sharpen our recommendations and optimize spend effectiveness in an environment where clients expect both performance and transparency.
* **Executive bonus:** With a paid pass, we receive a complimentary VIP pass for a C-level client or executive—an added opportunity to strengthen relationships and showcase our strategic approach.

I’d be happy to share key takeaways with the team to apply to upcoming campaigns. Let me know if I can provide more detail or a cost breakdown.

Thanks,

[Your Name]