Subject: Request to Attend ScreenShift Connect – Engage Media Decision-Makers

Hi [Manager’s Name],

I’d like to request approval to attend ScreenShift Connect, scheduled for October 14, 2025, at City Winery in NYC. The event convenes senior-level media buyers, marketers, and platform leads to discuss how technology is driving innovation in converged TV, measurement, and AI-powered advertising.

Why this event is valuable for us:

* **Direct access to buyers:** Our key audiences—media agencies, brand marketers, and network leads—will be there to explore new solutions. This is a strong relationship-building and lead generation opportunity.
* **Market positioning:** Participating will help us better understand how competitors are showing up, what challenges our clients are facing, and where our product can stand out.
* **Stay ahead of trends:** The agenda focuses on AI integration, performance measurement, targeting, and campaign optimization—all core to our offering.

I see this as a highly strategic touchpoint for visibility and learning. Happy to discuss budget or logistics but the sooner I register, the more I save. Please let me know what additional information may be required in order to attend.

Best,  
[Your Name]