**SAMPLE LETTER**

Dear [Manager],

I’m requesting approval to attend the ITS World Congress in Dubai on 16-20 September 2024 on the theme: Mobility Driven by ITS.

This 5-day event is a great opportunity to learn about the latest technologies and policy developments in the area of smart mobility and digital transport with plenty of sessions focused on smarter, safer and more sustainable mobility. I will also have the opportunity to network with some of the biggest influencers and decision makers in the Intelligent Transport Systems industry.

Here are a few ways my attendance will help the team:

* **Competitive research** — I’ll be directly exposed to key players from other leading companies. This is a chance to see our competition up close and stay ahead.
* **Comprehensive education** — I’ll get expert insights on the trends and developments happening now via panels, presentations, and hands-on workshops.
* **Supplier analysis** — I will evaluate exhibitors to find the best fit for solving our current challenges and inspiring new methods for our projects.
* **Quick & effective networking** — With 20 000 participants and suppliers together under one roof, I’ll reach a lot of people quickly, forging new relationships for our company.

Please let me know if you need any additional information to help make your decision. Thank you for considering my proposal.

Sincerely,

[your name]