**Subject:** Approval request: Music City Demand Gen Summit – Oct 15

Hi [Manager’s Name],

I’d like to request your approval to attend the **Music City Demand Gen Summit** on **October 15th in Nashville, TN**.

It’s a one-day event hosted by TechnologyAdvice for B2B marketing leaders - specifically folks in demand gen, ABM, paid media, and channel marketing roles. It’s an intimate by-invitation-only event with 60 total attendees all from mid-to-large B2B tech companies, which means the networking and learning will be highly relevant to our work. The full event site is [HERE](https://info.technologyadvice.com/music-city-summit-2025) for reference.

Here’s why I think it’s worth my time (and ours):

**1. See What’s Really Working for Others Right Now**

The sessions are hands-on and led by peers who are showing real examples of successful campaigns and strategies they’ve run at their own companies. It’s a great opportunity to get some fresh ideas for our own demand gen, ABM, paid media, and thought leadership campaigns that could inspire our 2026 plans. There’s also dedicated content on how marketing teams are *actually* using AI to improve efficiency and effectiveness which I think could be interesting.

**2. Strategic + Practical Format with Attendee-Led Topics**

The day is a mix of presentations, roundtables, and small-group “show and tell” discussions so I can get some big-picture insights while also diving deep into the topics that are most relevant to us. What’s also nice is that the agenda is attendee-driven: they are currently sourcing feedback from each registrant on which topics are most important to them right now, and will use that to flesh out the final session details and roundtable topics. Once I RSVP I’ll be sure to weigh in on which topics I’d like to hear about!

**3. High-Value Networking**

With only 60 hand-selected marketing leaders in the room, I’ll be able to connect directly with peers in similar roles and companies, trade ideas, and build relationships we can tap into all year long. This will also be an opportunity to meet the TechnologyAdvice team face-to-face and grow that relationship, which may be helpful for future campaigns and program planning.

**4. Minimal Cost and Time Out**

The one-day format means I can keep T&E costs and time away from the office down to a minimum:

* Attendance is complimentary for invited guests
* Flights to Nashville are generally affordable
* The organizers will have a discounted hotel rate (~$250/night)
* Since it’s just one day, time out of the office is minimal

**5. Bonus: Advisory Opportunity**

If we’re interested, I can join the TechnologyAdvice team for customer feedback and advisory sessions on the prior day, giving us influence over future offerings that could benefit our marketing.

Note that we’re able to have two people from our company attend if there is anyone else that you think could benefit as well. When I get back, I’ll share the key takeaways, inspiring campaign examples, and peer contacts I meet so the whole team can benefit.

Appreciate your consideration, let me know if you have any questions!

Thanks,  
 [Your Name]