

Subject: Approval request: Demand Gen Summit - Oct 14

I'd like to request your approval to attend the **Music City Demand Gen Summit on October 14th in Nashville, TN.**

It's a one-day event hosted by our partner [TechnologyAdvice | Avani Media | etc.] 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 70 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](#) for reference.

Here's why I think it's worth my time:

1. See What's Really Working for Others Right Now

The sessions are 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 2027 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

The day is a mix of presentations, discussions, and "show and tell" sessions so I can get some big-picture insights while also diving deep into the topics that are most relevant to us. This will be very helpful for our planning for future quarters.

3. High-Value Networking

With 70 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 | Avani Media | etc.] 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 limited

When I get back, I'll share the key takeaways, inspiring campaign examples, and peer contacts I met so the whole team can benefit.

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