Send me to Wisdom Unplugged 2024!

Dear [Boss/Budget Holder's Name],

I’m writing to request approval to attend the upcoming Wisdom Unplugged event (26 November in London). I believe my attendance will significantly benefit our team and help our business achieve its strategic objectives.

**Event Overview**

Wisdom Unplugged 2024 is a premier gathering of ITAM, SAM, and FinOps professionals offering an opportunity for learning, networking, and discovering the secrets of this new area in the ITAM industry. This event brings together industry experts, and networking with like-minded individuals, providing an invaluable opportunity to gain knowledge and to learn from the industry’s best.

**Key Benefits of Attending**

* **Strategic Insights**: You'll gain valuable insights from roundtable discussions like "What Are Organisational Priorities Today That Inhibit ITAM?" and learn how to align ITAM initiatives with these priorities to drive success. Keynote speaker Martin Thompson will also provide an overview of how limited ITAM can impact an organisation’s ability to meet strategic goals.
* **Networking Opportunities**: With plenty of networking opportunities built into the event, from lunch sessions to the closing coffee break, you'll connect with industry peers and benchmark your practices against others. Learning from those who have successfully tackled similar challenges is invaluable.
* **Managing Stakeholder Engagement**: The session led by Martin Thompson and Martina Wilde will dive into effective stakeholder engagement. You’ll explore how to show KPIs, get buy-in for initiatives, and navigate the complexities of managing software change processes—all critical skills for making an impact in your role.

**Cost Considerations**

I know budgets are tight, but I have carefully reviewed the costs and am confident the benefits of attending outweigh the investment. The knowledge gained and connections established will directly and positively contribute to our efficiency, cost savings, and looking beyond traditional ITAM providers.

I am committed to maximising this opportunity for our team and am open to discussing how the insights I gain can benefit our team and the wider organisation.

Thank you for considering my request. I look forward to representing our organisation at this fantastic event.

Best regards,