Subject: Participating in 2 day event on everything product experience, priint:day 2024

Hi [name of boss],

I came across this 2 day event that covers everything product & customer experience. Ranging from AI to on- and offline marketing and everything product in between: priint:day 2024! It is held 17 & 18 September in Mulheim an der Ruhr.

I think I could really benefit of attending this event and take the learning back with me.

Here are a few reasons why I think it's essential to be there:

1. **Latest industry trends and automation:** priint:day is all about the latest developments in the world of (digital) marketing and the possibilities of automation. The insights we can gain here could help us to adapt our strategies and gain a competitive advantage.
2. **Main topics:** The topics at the priint:day are diverse and I would find out in advance which presentations are the perfect mix for us to work on problems and derive strategies for the future. The focus will be on product & commerce strategy, the future of product marketing and automation options, omnichannel marketing, connecting online & offline in the marketing mix and, of course, the use of AI with practical examples from companies.
3. **Networking opportunities for marketing, IT and data management: There are plenty of opportunities to network with industry experts, potential partners and other industry professionals. The exchange of ideas and experiences could lead to valuable collaborations and new business opportunities.**
4. **Well known speakers talk about their solution strategies: Many leading companies such as Adobe, B.Braun, Hoffmann Werkzeuge, JAF and many more will be presenting innovative solutions, and their hands-on experiences with their (technology) strategies.**   
   **From automated publishing processes to personalized marketing strategies, there is a lot to discover that could help our team accelerate delivery and become more efficient.**
5. **Learning from other companies with the right partners:** We have the opportunity to view customer cases and learn what others in our industry are doing.   
   This provides us with an invaluable learning opportunity to optimize our strategies and benefit from best practices.

I am sure that participating in priint:day could be a great opportunity for my professional development and the company's strategy. I’m happy to jump on a chat or we can have a coffee meeting if you prefer to have more information.  
  
If possible I would like to purchase a ticket for September 17 & 18, 2024 to attend priint:day.

Looking forward to learn your thoughts.

[Your name]