

Dear [MANAGER'S NAME],

I would like to attend the Women of the Channel Leadership Summit Europe in London on November 15, 2018. This unique conference promotes diversity and inclusion in the industry, while enabling advancement of women leaders in the channel. Women from across Europe, and the globe, attend this event to network, develop skills, and be inspired to take their career and organization to the next level.

**Our organization will directly benefit from this event by:**

- Expanding our network and establishing valuable relationships with woman business owners and executives from solution provider and technology companies.

**Learn from Experts & Colleagues**

The content at this conference is created by the top women IT leaders in the channel. By attending these sessions, I will learn from insightful keynote and panel discussions, as well as from connecting with colleagues who are undergoing the same challenges. Some of the many topics to be covered at the event include: The State of Women in the Channel in Europe & Diversity Initiatives, Inspiring & Empowering the Next Generation of Women Talent, and A Solution Provider Perspective on Leadership & Innovation.

This year's lineup of speakers features:

- **Margaret Adam**, Senior Program Director, **IDC**
- **Sophie Atherton**, Microsoft Alliances Manager, **Adatis**
- **Lizzie Cohen**, Regional Sales Vice President, **Fortinet**
- **Anushka Davies**, Head of Learning and Development, **Softcat plc**
- **Dr. Anne-Marie Imafidon**, MBE, Co-Founder, **Stemettes**
- **Lisa MacKenzie**, Partner, Executive Vice President, **The Channel Company**
- **Stef Reid**, Paralympic Long Jumper
- **Julie Simpson**, CEO, **ResourceIT**
- **Helen Speak**, Aruba Channel Manager, **Aruba, a Hewlett Packard Company**
- **Tori Tompkins**, Data Analytics Consultant, **Adatis**
- **Claire Vyvyan**, Senior Vice President and General Manager, Commercial Business, UK and Ireland, **Dell EMC**
- **Kate Wood**, Culture Director, **Chess**

**Increase Productivity & Improve the Bottom Line**

In addition, I will receive hands-on training from executives across the IT channel that will allow me to work more quickly and effectively — saving time and money.

I'm confident that my attendance at the Women of the Channel Leadership Summit will directly influence the quality of my work and I will share key takeaways with the team, including those that we can implement immediately.

A full access pass to this one-day event is L299. Due to the demand and popularity of these conferences, tickets sell fast. Last year, the Women of the Channel Leadership Summit Europe sold out.

to learn more about the event go to [www.WomenoftheChannel.com](http://www.WomenoftheChannel.com)

Thank you for taking the time to review this request. Let me know if you approve or would like to discuss in more detail.

Sincerely,  
[YOUR NAME]