Dear [Your boss’ name],

I would like to attend TM Forum’s flagship event [**DTW24 - Ignite**](https://dtw.tmforum.org/)from 18-20 June to help support me in achieving my [add project(s) or initiative(s) for performance targets/lead gen/build pipeline/network/key learnings].

DTW24 - Ignite is not just an event, it’s the annual Global Summit for the telco industry, organized by the world’s largest telco alliance, TM Forum. It’s where the industry connects with an animated exchange, collaborates with unrivaled productivity, challenges the status quo, and convenes as a community with electrifying energy to design, build, and deliver a resilient future.  
  
The facts:

* Out of the 4,000 attendees, 55% are decision makers (director and above)
* 10 out of 10 of the [largest global operators will be there](https://dgtlinfra.com/top-telecom-companies/)
* 75% of past visitors rated the quality of the event as excellent or good.

DTW24 - Ignite is where the industry doesn’t just talk – we act. Here’s how it can take us to new heights:

* **Calibrate our strategy:** With over 200 experts across 55 hours of content, it’s a great place to learn about the wider industry. This is where trailblazers come to share, I’ll be immersed in all the learnings, presentations, demos, debates, and case studies. The biggest conversations on how to lead the way to an AI-Native Telco happen here.
* **Harness the power of connecting:** As an attendee, I will have access to the DTW24 - Ignite event app allowing me to plan my time and connect and meet other like-minded delegates.There are also numerous other networking opportunities over the three days which I will take full advantage of, including social activities, interactive demos, and more.
* **The who’s who of telecoms:** Over 650 companies and 4,000 delegates from across the industry will attend, from over 100 countries. From C-Suite global leaders to DevOps new challengers and from tech giants to disrupting start-ups, this is the community that will define what’s next. The efficiency of attending the show, and access to over 2100 decision-maker delegates, would allow us to streamline two months’ worth of meetings in just three days!
* **The magic of in-person:** According to a study by [Forbes](https://images.forbes.com/forbesinsights/StudyPDFs/Business_Meetings_FaceToFace.pdf) 85% believe face-to-face meetings build stronger, more meaningful business and client relationships than video meetings. Because DTW24 - Ignite brings everyone together, it’ll save me months of research, outreach, and meeting arrangements. After all, this is *the* event where telecoms communities love to do business. I think we should also consider the cost to our business if we don’t attend, and our competitors do.

After attending, I’ll gladly share what I’ve learned with my colleagues and will help identify how we can implement the best practices, skills, and ideas I return with.

Thank you for considering my request. I look forward to your reply.

Best regards,

[Your Name]