Dear [Your boss’ name],

I would like to attend TM Forum’s event, [DTW Asia](https://dtwa.tmforum.org/), from 14-16 March to help support me in achieving my [add project(s) or initiative(s) for performance targets/lead gen/build pipeline/network/key learnings].

This event is *the* most influential gathering of the telecom's ecosystem in the APAC region and will allow me access to the largest audience of decision-makers in one place. Here’s the ever-expanding list of [attending companies](https://dtwa.tmforum.org/participating-companies/).  
  
The facts:

* 50% of all attendees are director or above
* 7 out of 10 of the largest global operators will be there
* 75% of past visitors rated the quality of the event as excellent or good.

DTW Asia is where the most powerful conversations and connections happen in real life. Here’s how it can take us to new heights:

* **Calibrate our strategy:** With over 150 experts across 40 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 shaping the future of telecoms happen at this event.
* **Harness the power of connecting:** As an attendee I will have access to the DTW Asia event app allowing me to plan my time and connect and meet other likeminded delegates.There are also numerous other networking opportunities over the three days which I will take full advantage, including social activities, interactive demos and more.
* **The who’s who of telecoms:** Over 250 companies and 1,200 delegates from across telecoms will attend, from over 55 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 senior level 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 DTW Asia brings everyone together, it’ll save me months of research, outreach, and meeting arrangements. Afterall, 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]