Subject: Request to attend The Indispensable Marketer 2027 (Wed 18 November)

Hi [Manager's name],

I'd like to attend The Indispensable Marketer 2027, a one-day workshop from the Australian Centre for AI in Marketing (ACAM), hosted by LinkedIn in Sydney on Wednesday 18 November. It's built for marketing managers who are being asked to lead on AI in their teams, and it's capped at 30 places so everyone builds and gets feedback.

The cost: $1,299 + GST ($1,428.90 incl GST) and one day out of the office. We can pay by credit card or invoice.

What I'll bring back

1. A tested AI workflow or agent, built on my own laptop with the tools we already use
2. Three value moves for the next 90 days (one for customers, one for how work gets done, one for my own contribution), each with a first action, a measure and a date
3. A view of where we stand against ACAM's 2026 Australian AI in Marketing Benchmark Report
4. A Meltwater visibility report on [our brand], valued at $1,000
5. Practical skills for leading AI conversations with the team, from NIDA Corporate Training's Leading the AI Conversation masterclass

How I'll report back: everything goes into one workbook. Within two weeks of the day I'll walk you through the workflow I built and my three value moves so we can agree which to prioritise, and at 90 days I'll report against the measures I set.

Registrations close Wednesday 11 November, so it would be great to have your decision by [date]. Happy to talk it through if useful.

Thanks,
[Your name]