

Digital Marketing Asia 2025: Convince Your Boss

Need to make the case? Copy, paste, personalise, and send this to your manager.

Subject line: [Approval for attendance] Digital Marketing Asia 2025 on 24-25 September

Hi [Manager's name],

I'd like to request your approval to attend **Digital Marketing Asia 2025**, happening in Shangri-La Singapore from **24–25 September**. With AI rapidly reshaping the marketing landscape, this is one of the most important events in our industry, and I want to make sure we're ahead of the curve, not playing catch-up.

Here's what I'll get out of it (and bring back to the team):

- Access to 30+ sessions, packed with real-world case studies, trend forecasts, product showcases, and proven strategies.
- Insights into AI marketing innovations, first-party data strategies, CX breakthroughs, and digital transformation that could directly support our goals.
- Time with industry experts, peers, and potential partners, expanding our network and unlocking fresh ideas.

Early bird pricing is available now at **SGD 799**, offering savings of up to **SGD 200**, for a limited time only — so the sooner we confirm, the better.

Attending DMA will directly benefit current initiatives such as:

- *[Insert project or campaign name]*
- *[Insert strategic goal or challenge area]*

I've reviewed the sessions and these stood out as particularly relevant:

- *[Session title or topic]*
- *[Session title or topic]*
- *[Session title or topic]*

To ensure we get maximum value, I'll attend the most relevant sessions, share key takeaways, and provide a full debrief post-event, from actionable insights to campaign optimisation tips we can implement immediately.

Thanks for considering this. I'm confident that attending DMA will help us stay ahead in an ever-evolving marketing world.

Best regards,
[Your email signature]