

Digital Marketing Asia 2026: 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 2026 on 22-23 September

Hi [Manager's name],

I'd like to request approval to attend **Digital Marketing Asia 2026**, happening on **22–23 September at Shangri-La Singapore**.

This year's agenda is built around how agentic AI is moving from experimentation into real commercial impact — and how leading brands are orchestrating smarter, more predictive customer journeys using data, automation, and AI. Both themes are directly relevant to where our industry is heading and what we're working through as a team.

Attending would allow me to:

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

Attending DMA will directly benefit current initiatives such as:

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

A few sessions I'm earmarking as particularly relevant:

- [Insert session/topic]
- [Insert session/topic]
- [Insert session/topic]

After the event, I'll put together a debrief with key takeaways and practical recommendations the team can act on.

Launch price is available now at **SGD 599**, saving up to SGD 400 — so it's worth confirming sooner rather than later.

Thanks for considering this! I think it would be a valuable opportunity to stay ahead of where marketing is heading and bring back ideas we can genuinely use.

Best regards,

[Your name]