

Feel free to use the copy below to ask for approval to attend IT Nation Connect™ Europe in London. Simply fill in the blanks or make it your own!

As a company, we've put time and money behind our commitment to industry best practices and future growth, and sending me to IT Nation Connect™ Europe in March will help us make the most of that investment. The conference is taking place at the Hilton London Metropole. It will be three days of business building, growth hacks, success secrets, and opportunities to make real connections that can help us thrive as a business.

The conference brings together leaders and professionals from all over the world who can help me understand the industry better. In other words, I'll make connections that will help us grow our business faster. With these thought-leadership and networking opportunities, we'll see immediate ROI. I'll also be able to focus on ways to impact:

- [project/initiative]
- [project/initiative]
- [project/initiative]

What will I be bringing back? Best practices and actionable items from over 50 breakout sessions, including topics that focus on our specific business needs in areas such as cybersecurity, sales and marketing, service delivery and operations, leadership and management, and strategy and growth.

I'll also be face-to-face with top industry vendors offering useful integrations with ConnectWise®, so I'll be looking for new ways to drive productivity.

What will it cost? (approximation)

Airfare	£580
Transportation (round-trip cab from airport to hotel)	£50
Two nights of hotel accommodations	£700
Conference registration by 12 February = Early bird pricing	£199*
Total	£1,945

Conference pricing tiers:

All-Access Pass Full price: £399 Early bird: £199 for a limited time* Pass includes*: • All keynotes and breakout sessions • Solutions Pavilion access • Welcome reception on Monday • Social hour on Tuesday • Off-site party on Tuesday evening *All-Access Passes do not include accommodation, airfare, or transportation. Book	Social Guest Pass Add-On If you're travelling with a guest who will not attend the main conference, you can purchase a pass for social events only! Full price: £99 No early-bird pricing available Pass includes*: • Welcome reception on Monday • Social hour on Tuesday • Off-site party on Tuesday
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a room in our discounted hotel block via the link in your registration confirmation. *Early bird pricing ends 12 February	*Social Guest Passes may only be added to an All-Access Pass and cannot be purchased as a stand-alone item. Social Guest Passes do NOT include breakfast or lunch.
Add attendees from your company to your All-Access Pass at a discounted price! Full price for add-ons: £299 Early bird price: £149 for a limited time*	

Wondering what past attendees thought about IT Nation Connect?

“Coming to the [IT Nation] Connect event in London was a huge positive for us. There’s a massive strength in the network of technology companies around. Meeting vendors and software companies, seeing where the industry is going, learning new stuff you can take back to the office to improve what you do, or meeting other people to hang out and share some ideas is invaluable.”

- James Ratcliff, Founder, Ratcliff IT

“The IT Nation events are excellent. The IT Nation event is a hub for the MSP community. It gives me the ability to get close to the ConnectWise team, colleagues, and also MSPs at the same time. If you aren’t sure about attending IT Nation [Connect Europe], I’d say do it. The ability to learn, network, and meet people across the industry is second to none. Make time for IT Nation.”

- Michael Bateman, Chief Executive Officer, Zenzero

“I always bring people from our team to these events so they get time directly with the developers who created ConnectWise. They can sit in front of the developer with any issues they have, and the developer will walk them through the problem. We get resolution immediately.”

- John Whitty, CEO, Solar Communications

I truly believe in the value of this conference. I’ll be trained on the newest, easiest ways to boost our business, and I’ll bring back streamlined practices, tested solutions, and a network of peers who can help me solve our problems faster.

I look forward to the chance to help our business benefit as an integral part of the IT Nation ecosystem and Europe’s IT industry.

Regards,
[*your name*]