

Tailor this templated letter to request your executive's approval to attend IT Nation Connect™ Europe in London.

IT Nation Connect Europe 2027

1–3 March 2027 | Hilton London Metropole | London

Subject: Request to attend IT Nation Connect Europe 2027

Hi [Manager Name],

I'd like to request approval to attend **IT Nation Connect™ Europe 2027, taking place 1–3 March 2027 at the Hilton London Metropole in London.**

This event is designed for MSP leaders and teams who want to improve business performance, strengthen operations, reduce risk, and get more value from their ConnectWise investment. For our business, the value is not just attending sessions. The value is coming back with practical ideas, peer examples, and action steps we can apply to improve how we work.

My goal in attending is to focus on the areas most connected to our current priorities:

- **Automation and AI:** Identify ways to improve efficiency, reduce manual work, and scale repeatable processes.
- **Security, Risk, and Compliance:** Bring back ideas that help us strengthen our security posture and support client conversations around risk.
- **Operations and Service Delivery:** Learn how other MSPs are improving service quality, delivery consistency, and margin.
- **Growth and Business Management:** Gather practical approaches for revenue growth, business planning, and stronger decision-making.
- **Skills and Adoption:** Deepen our use of ConnectWise tools so we can get more return from the platforms we already use.

The conference is especially valuable because it brings together the full MSP buying group: business owners and executives, operations leaders, technical practitioners, and security specialists. That means the content is not limited to high-level strategy or product updates. It is built around the real business and customer problems MSPs are working through every day.

While onsite, I'll prioritise sessions and conversations that support these business goals:

1. **[Business priority or initiative]**
2. **[Business priority or initiative]**
3. **[Business priority or initiative]**

I'll also use the event to connect with peers, ConnectWise experts, and solution partners who can share what is working in real MSP environments. These conversations can help us validate our direction, compare approaches, and avoid solving common challenges in isolation.

When I return, I'll provide a short recap to the team that includes:

- The top takeaways most relevant to our business
- Recommended next steps and owners
- Product, process, or workflow improvements worth exploring
- Vendor or partner opportunities that may support our goals
- Any follow-up actions that could help improve adoption, retention, revenue, or operational performance

This will help ensure the event delivers value beyond the three days onsite and gives us a clear plan for applying what I learn.

Estimated cost

Expense	Estimated cost*
Airfare	£580
Transportation (round-trip cab from airport to hotel)	£50
Two nights of hotel accommodations	£700
Conference registration by 30 January = Early bird pricing	£299*
Total	£1,629

**Adjust costs for your location.*

I believe attending IT Nation Connect Europe will help us bring back practical ideas we can use to improve efficiency, strengthen service delivery, reduce risk, and support business growth.

Thank you for considering this request.

[Your Name]