Subject: Request to Attend ScreenShift Connect – Learn from the Future of Premium Video

Hi [Manager’s Name],

I’d like to request approval to attend ScreenShift Connect, taking place on October 14, 2025, at City Winery in NYC. The event brings together top decision-makers across media buying, brand marketing, platforms, and measurement to tackle the future of converged TV and premium video advertising.

This is a strategic opportunity for us to:

* **Understand what buyers want:** With agencies, brand CMOs, and performance marketers in attendance, I’ll gain direct insight into what our advertising partners are prioritizing—helping us better position our inventory and audience value.
* **Keep a pulse on the market:** The sessions will dive into measurement innovation, AI-driven ad planning, and the evolving expectations around premium video—all of which are critical to our growth strategy.
* **Gain competitive intelligence:** I’ll hear firsthand how other platforms are adapting to the shifts in attention, targeting, and performance—giving us an edge in planning for the year ahead.

It’s a one-day, high-impact event with many of our partners and peers in the room. I’ll be happy to recap key takeaways and potential implications for our team post-event – looking forward to next steps.

Thanks for considering,

[Your Name]