

Dear [MANAGER'S NAME],

I would like to attend the Women of the Channel Leadership Summit Europe in London on 13 November 2019. This unique conference promotes diversity and inclusion in the industry, while enabling the advancement of women leaders in the tech channel. Women and men from across Europe, and the globe, are invited to join this forum to network and become agents of change on both the professional and personal level.

The Summit will address the biggest issue of the day — gender discrimination in the workplace — a vexing dilemma for the technology industry. In addition, speakers will discuss strategies for women and men to work together to close the gender pay gap and how to become champions of inclusion. On the personal career front, strategies for how to manage teams, be a mentor, and much more will be covered.

Our organization will directly benefit from this conference by:

- Expanding our network and establishing valuable relationships with women and men business owners and executives from leading supplier, partner and distributor organisations.

Learn From Experts and Colleagues

The content at this conference is created by the top women and men tech leaders. By attending these sessions, I will learn from insightful keynote and panel discussions, as well as from connecting with colleagues who are undergoing the same challenges.

Key conference takeaways for women and men attendees include:

- Find out how can men and women become gender equality champions
- Gain strategies to increase the success of organisational diversity efforts
- Hear about the challenges women in tech face today
- Learn to inspire and nurture younger women to be future leaders
- Discover what holds women leaders back and its impact on the talent pipeline
- Learn about the positive impact of mentoring and sponsorship
- Get to know how gender pay gap reporting can be a driver of change
- Garner approaches to addressing the digital skills crisis
- Become aware of unconscious biases

According to an article published by the *Boston Consulting Group*, “Evidence shows that when men are deliberately engaged in gender inclusion programs, 96% of organizations see progress — compared to only 30% of organizations where men are not engaged.” (Read the complete *Boston Consulting Group* article: (<https://www.bcg.com/en-us/publications/2017/people-organization-behavior-culture-five-ways-men-improve-gender-diversity-work.aspx>))

This year's lineup of speakers features:

- **Margaret Adam**, Senior Program Director, IDC;
- **Dr. Ghazala Ahmad-Mear**, Surgeon, Adventurer & Motivational Speaker;
- **Debbie Forster**, MBE, CEO, Tech Talent Charter;
- **Michelle Gyimah**, Director, Equality Pays; and Gender Pay Gap Consultant ;
- **Lisa MacKenzie**, Partner, Executive Vice President, The Channel Company;
- **Julie Simpson**, CEO and Founder, ResourceIT;
- And more.

Increase Productivity and Improve the Bottom Line

I'm confident that my attendance at the Women of the Channel Leadership Summit will directly influence the quality of my work and I will share key takeaways with the team, including those that we can implement immediately to positively impact the bottom line.

A full-access pass to this one-day conference is £430 GBP until 9/14/19, and £470 GBP from 9/15/19-11/13/19. Due to the demand and popularity of these conferences, tickets sell fast. Last year, the Women of the Channel Leadership Summit Europe sold out.

To learn more about the forum go to: www.WomenoftheChannel.com

Thank you for taking the time to review this request. Let me know if you approve or would like to discuss in more detail.

Sincerely,
[YOUR NAME]