**2016 Zinnov Confluence**

**Business Justification Email Template**

To:  Your manager

From:  You

Subject line: Why Confluence 2016 is a Can’t-Miss Opportunity

Dear <Manager’s name>,

The [2016 Zinnov Confluence](http://confluence.zinnov.com/germany) will be held on Oct 6 in Munich City. It is an incredible opportunity for me to interact with many global technology companies and understand how[Organization] can leverage their products and services going into the future.

My participation in the conference is an investment for [Organization]: it would help me to provide additional value to our work by expanding our network, as well as drive personal development so that I can get a more holistic view for future. I’ll also be attending sessions—keynotes and interactive presentations—for me to learn about the latest products, leadership strategies and changemakers while increasing my technical and leadership acumen.

Some of the key sessions of this conference include:

* An interactive presentation on Aircraft of Things
* Building next generation Telecom infrastructure
* Autonomous vehicles
* Artificial Intelligence and the innovations out of it

If you want to learn more about the conference, please visit the Zinnov Confluence websites for the respective chapters. They recently had the [US Confluence](http://confluence2016.sched.org) in Silicon Valley, California and their [India Confluence](http://confluence.zinnov.com/india) in Bangalore.

After I attend, I would be happy to provide a post-conference report in which I will give an overview of my experience at the conference, share key insights and best practices, and suggest new strategies for our organisation based on what I have learned.

Thank you for your time and consideration,

<Your Name>