Dear [Insert name],

In order to invest in my own professional development as well as the company’s, I’ve been researching networking and learning events that are relevant to my current role, and one stands out above the others.

**East Africa Com is back in Nairobi for its 20th anniversary as East Africa’s premier event for technology, telecoms, media and broadcasting, and taking place from 25 to 26 April 2023.**

With over 700 attendees, 40+ industry thought leaders speaking at the event and a wealth of interesting features so as the AHUB for start-ups platform and the East Africa Com Awards, the event delivers both powerful knowledge-sharing and business opportunities.

It’s really comprehensive and covers a wealth of topics streams that will benefit me and other members of our team. I think it will not only help improve my knowledge in [your area of business – insert topic here] but also help me plan for the future and connect with some of the world’s most influential leaders and companies.

With an emphasis on topics such as (choose the topics relevant to your role: Telcos of tomorrow, The Role of 5G East Africa’s 4IR Journey, The Battle for East Africa's Top Talent, Digital skills development, Leveraging green energy, Agritech and food security challenges, Regulations for the digital economy, Interoperability and the fintech revolution, Connecting East Africa's rural communities, 4IR during an era of economic disruption, Combatting the threat of Cyber Attacks), the wealth of knowledge available at East Africa Com would be key in allowing us to expand our business endeavours and objectives.

You can take a look at the Agenda at a Glance here. Learning from real success stories means we’ll be able to save time and money in figuring out what works. It will also give us some new ideas to test so we can maximise our revenue and performance.

East Africa Com has a special focus on networking, where I will be able to connect to the people shaping East Africa’s future, including the East Africa Com Awards taking place during the Welcoming Drinks Reception on 25 April.

Attending East Africa Com will also help me get a different perspective on our own approach to engaging and attracting customers. Their AHUB, a dedicated space hosting the region’s most exciting Star-Ups and Scale-Ups, will allow attendees and investors to learn about how East Africa’s entrepreneurs are solving the region’s most pressing challenges.

There are two types of attendee options.

* A variety of free tickets are available and I think the one I could apply for is [choose between free delegate pass, free start-up pass, free investor pass]. Applications are reviewed on a case by case basis and are subject to strict criteria.
* If I do not qualify for a free pass, I would be able to purchase a [choose between a Standard Pass (Final price at £900) and an Enterprise Pass (Final price at £1,750)]. If I register early enough, I will be able to benefit from one of their early bird discounts. It’s also worth noting that groups of 3+ attendees automatically benefit from a 25% discount.

Thank you for your consideration and I hope we can discuss more this week!

Sincerely,

[Your name]