



Dear [insert supervisor's 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. [Africa Tech Festival - the home of AfricaCom](#), is back in Cape Town this year for its 25th anniversary as the leading tech and telecoms event in Africa, taking place from the 7 to 11 of November.

With over 10,000 attendees, 150+ countries represented, 450+ industry thought leaders and support from brands including **Google, Microsoft, Ericsson, Facebook, Huawei** and many more.

It's really comprehensive and covers different content 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: Digital Infrastructure Investment, Telcos of Tomorrow, Green ICT & the Sustainability Challenge, and Industry 4.0, Visions of the Future, Cloud Services & Data Centres, Cyber Security & Data Protection, Fintech, MFS & Crypto, Technology in Action, 4IR Talent & The Future of Work and AI Africa)**, the wealth of knowledge available at Africa Tech Festival 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](#). As you can see the event organisers have also included regional deep dives on Central Africa, West Africa and Northern Africa. 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.

Africa Tech Festival has a special focus on networking, where I will be able to connect to the people shaping Africa's future. The AFest, their official networking party, is the perfect place to mingle with 1000s of industry leaders, have informal chats and make real connections without the pressure of a formal event.



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

There are two different attendee options. The cost of the five-day delegate pass is \$999 per person (if booked by August 19th), including access to both AfricaCom and AfricaTech exhibition halls, access to all showfloor content, 8+ premium content tracks, Networking, Awards and Afest event as well as priority access to the Delegate Networking App. Alternatively, there is also a free pass option, with access to the exhibition halls and all showfloor content.

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

Sincerely,  
[Your name]