



26-29 February 2024 · Madrid Marriott Auditorium Hotel & Conference Center, Madrid, Spain

Approval Request to Attend ROKLive EMEA 2024

Need manager approval to attend this year's ROKLive EMEA?

It all comes down to showcasing the return on investment your company will receive by sending you to this event. To help, you can copy and paste the following text into an email to your supervisor. However, before sending the email, you should make sure you fully understand the components of ROKLive EMEA by [reviewing the event website](#). Then you'll be empowered to personalize the copy below to ensure it touches on your expected takeaways and learnings that are most important to your company.

Subject Line: Requesting approval to attend ROKLive EMEA 2024

Hi [First Name],

I recently came across ROKLive EMEA 2024 and believe it is a valuable investment of our company's time and budget, so I am requesting your support and approval to attend the event in Madrid, Spain from February 26-29, 2024.

It's clear to me that ROKLive EMEA is more than just a conference. It's a four-day event bringing together industrial automation and digital transformation experts and leaders from around the Europe, Middle East and Africa region focused on the latest technologies and proven best practices that enhance operations and achieve real results that directly apply to our work here. By attending ROKLive EMEA, I'll get a rare opportunity to learn, network, and discover new insights that I will bring back with me and present to our team.

Specifically, this is why I believe ROKLive EMEA is worth the investment:

- **Interactive training:** 500 hours of advanced-level technical sessions and hands-on labs will provide valuable firsthand experience and learning along, all with direct access to product developers and domain experts not available through online training.
- **Vision:** Industry leaders and technology experts will present the big-picture strategies driving success for others right now.
- **Innovation:** The newest and proven IT and OT innovations from Rockwell Automation and of their partners will be on display, some for the first time.
- **Interaction:** Face-to-face interaction with others in our industry as well as numerous opportunities to discuss specific challenges with experts and learn how others solved the problems we face.
- **Keeping up:** Our peers and competitors will likely be in attendance. How can we keep up with them if we're not accessing the same insights they are?

Early registration special pricing is \$799, and I anticipate costs related to my airfare, hotel, and ground transportation, but I know that these expenses will be offset by the exponential value the event will bring to our strategies, operations and technical knowhow. If given approval to attend, I'll share a summary of the major takeaways that can help us take our KPIs to greater heights.

Thank you for considering this request, and I look forward to your reply while early pricing is still available.

Regards,

[Insert Name]