# Business justification for Kentico Connection 2023 in Sydney.

Subject: Tickets for Kentico Connection 2023

Hi [Manager's Name],

I’d like to attend [**Kentico Connection in** **Sydney**](https://www.kentico.com/discover/events/kentico-connection-sydney) **on November 1, 2023**. This year’s event is a **free in-person event for partners** and the perfect opportunity to gain DXP insights, industry best practices and deepen our knowledge of Kentico’s hybrid headless DXP Xperience by Kentico. The knowledge I gain will improve our strategy and contribute to achieving our objectives and furthering our success.

The event will:

* **Aid my professional development:** The event offers a wide range of talks and demos that will enable me to gain insights into the latest trends, strategies, and best practices, which I can then bring back to our team and implement to improve our projects and processes.
* **Enhance productivity:** The sessions will cover a variety of topics, including market insights, the future of Kentico, product vision and roadmap. I will be able to deepen my understanding of the product, acquire new skills, and discover innovative solutions that can positively impact our business. This will not only enhance my personal productivity but also contribute to our team's overall efficiency and effectiveness.
* **Offer networking opportunities:** I will be able to exchange ideas, seek advice, and establish valuable connections with those who share similar challenges and goals. These connections could open doors to new opportunities and partnerships that align with our strategic objectives.

I would love your support in approving the time needed and travel expenses for [this event](https://www.kentico.com/discover/events/kentico-connection-sydney). Please let me know when we can meet to discuss it further.

Sincerely,  
[Your Name]