Dear [name],

I'm writing to you to request my attendance of [REBELS AND RULERS](http://rebelsrulers.com/), the **1st Global Forum for Open Branding** – an event taking place on October 25 & 26 in Bucharest, Romania.

This 2-day conference is the most complex business event in Eastern Europe, where 20+ top industry leaders from internationally-awarded companies such as ***Interbrand, Ogilvy, PwC,*** and ***Johnnie Walker*** will share their knowledge on all facets of branding. Among them will be **Laura Ries**, world-renowned branding expert and co-author of several best-selling books written alongside Al Ries (known as “the father of positioning”). Together, they are true pillars of the marketing world.

We are conscious that our industry’s rapid evolution necessitates our constant adaptation. But nowhere is this opportunity more tangible than through our internal processes as an organization and the external personification of this via a strong brand identity. For our brand to reach its true potential, it is vital that we bridge the gap between technology and marketing – and the insights presented by REBELS AND RULERS conveys exactly this.

The event is organized by [Brandingmag](https://www.brandingmag.com/), the original and independent branding journal narrating the discussion with thought leadership from across the globe. Over 900 C-level managers, marketers, digital strategists, and entrepreneurs will attend this conference, among whom several of our industry peers and competitors.

The registration cost is €[XXX] for a limited time only. The earlier I register, the greater the discount. I’ll also submit a post-conference report that will include a summary of my learnings including key takeaways and tips for my entire team’s benefit. I think it would also be great for [colleague’s name] to participate given [his/her] job’s impact on our business.

I would greatly appreciate the company supporting my attendance of REBELS AND RULERS.

Best regards,