Dear [name],

I'm writing to you to request my attendance of [REBELS AND RULERS](http://rebelsrulers.com/), **The** **Global Forum for Open Branding** – an event taking place on October 17 & 18 in Bucharest, Romania.

This 2-day conference is the most **complex business and branding event** in Eastern Europe, where 20 top industry leaders from internationally-awarded companies will share their knowledge on all facets of branding, the main theme being **Brand Culture Inside and Out**. [Here is a sneak peek](https://www.youtube.com/watch?v=5hGqQxr5A5o&t) of last year’s event, where 650 entrepreneurs and marketers learned about why business growth depends on strategic branding, how to achieve viral success, and how to innovate in the age of disruption from experts at companies such as Interbrand, Mastercard, PwC, Ogilvy, and Droga5. This year’s lineup promises to be even more impressive!

Impressions:

*REBELS AND RULERS has the potential of becoming the Cannes of Eastern Europe!* – Michal Pastier [speaker], Co-Founder & Group Creative Director @ Zaraguza

*I came back with a notebook full of insights on how we can improve our work and processes from the content at the event! You don't see that at many other events.*– Dilyana Dobrinova, Strategy Lead @ BrandWorks, Publicis Groupe Bulgaria

Organized by the international journal [Brandingmag](https://www.brandingmag.com/), the event will gather over 900 C-level managers, marketers, digital strategists, and entrepreneurs, 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,