

SHORT VERSION (Full Business Case)

Subject Line Options

Request to Attend the 2026 NAED Marketing Summit

Professional Development Opportunity: NAED Marketing Summit

Marketing Conference Request: NAED Marketing Summit (August 3–5)

Email Copy

Hi [Manager Name],

I'm requesting approval to attend the **2026 NAED Marketing Summit**, being held August 3–5 in Indianapolis. This is NAED's primary event for marketing professionals across manufacturers, distribution, and manufacturer rep companies.

The sessions are focused on practical topics that align directly with our business priorities, including customer personas and personalization, product marketing and go-to-market strategies, demonstrating marketing ROI, and the practical use of influencer marketing and AI.

What makes this summit valuable is the industry focus. The content and discussions are led by marketers who work in our space and understand the challenges we face. I expect to come back with actionable ideas we can apply quickly, along with insights I can share with the broader team.

Thank you for considering my request.

Best,

[Your Name]

LONG VERSION (Full Business Case)

Subject Line Options

Business Case for Attending the 2026 NAED Marketing Summit

Request for Approval: 2026 NAED Marketing Summit (August 3–5)

Marketing Development Opportunity: NAED Marketing Summit

Email Copy

Hi [Manager Name],

I'd like to request approval to attend the **2026 NAED Marketing Summit**, taking place August 3–5 in Indianapolis. This event is designed specifically for marketing professionals

in the electrical and industrial market, including manufacturers, distributors, and manufacturer representatives.

The summit focuses on real-world challenges that marketing teams in our industry are navigating right now. Topics include building and applying customer personas, improving product marketing and go-to-market execution, demonstrating the impact of marketing through stronger storytelling, and using influencer marketing and AI in practical, meaningful ways.

What differentiates this event from broader marketing conferences is the peer-level learning. Speakers and attendees come from companies similar to ours and are focused on what is actually working in the field. The conversations are practical and grounded in real experience, which makes the takeaways easier to apply back at work.

I see this as an opportunity to strengthen our marketing effectiveness, improve alignment with sales, and bring back ideas that support our goals for 2026. After the event, I am happy to share a summary of key learnings and recommended next steps with the team.

Thank you for considering this request. I believe attending this summit would be a valuable investment for both my role and our broader marketing efforts.

Best regards,

[Your Name]

[Title]