

I am writing to request your approval to attend IT Nation London™, THE community event for MSPs, taking place on 10-12 March 2025 at Hilton London Metropole. This conference is designed to provide MSPs with the tools, knowledge, and connections necessary to grow their business value and stay ahead in the rapidly evolving tech landscape.

Key benefits of attending the event include:

- Networking opportunities with over 600 industry leaders and professionals from around the world, which will help me better understand the industry and make valuable connections to accelerate the growth of our business.
- Access to over 30 breakout sessions and keynotes, which will help me strengthen my skills in areas such as **x**, **y**, and **z**.
- Face-to-face interactions with 40 of the top MSP technology companies, providing insight into emerging technologies and trends shaping the MSP landscape.
- Participation in hands-on training sessions with the ConnectWise team, offering practical knowledge and skills that can be directly applied to our business.

Attendance at this event will provide me with actionable insights on how to make our business more efficient and competitive, as well as how to scale our team effectively.

What will it cost? (Approximation in GBP)

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| Airfare | £580 |
| Transportation (roundtrip cab from airport to hotel) | £50 |
| Two nights hotel accommodations | £684 |
| Conference registration by 14 February—Early Bird Pricing | £249* |
| Total | £1,563.00 |

Please find the conference pricing tiers below:

Early Early Bird (through 1 December): £199

Early Bird (through 14 February): £249

Full Price (through 10 March): £399

I am confident that my participation in IT Nation London will deliver the newest, easiest ways to amp up our business. After the conference, I'll bring back streamlined practices, tested solutions, and a network of peers who can help me solve our problems faster.