To	Manager
Cc	Finance
Subject	Request to attend Ubiq X LIVE London 2027

Hi [Manager's name],

I'd like to request approval to attend **Ubiq X LIVE UK** **on 3–4 March 2027 at Tobacco Dock, London**.

Before you question my business case, there are some very good reasons to send me. (The puppies are simply excellent supporting evidence.)

Ubiq X LIVE brings school marketing, admissions and leadership teams together with speakers from outside education to challenge familiar approaches and explore what schools could do differently. The theme for 2027 is **The Blueprint for Change**, which feels particularly relevant to our work on **[school priority or project]**.

Rory Sutherland is also taking to the stage, bringing a fresh perspective on what really influences people's decisions. I'm particularly interested in what we could learn about how families perceive value, build trust and decide we're the right fit.

It's a chance to look beyond the school gates, learn from the brands shaping families' expectations and bring new thinking to the challenges we're working through. I'd focus on:

- **[Session or topic]:** To help us tackle [specific challenge].
- **Conversations with other school teams:** To find out what they've tried, what's worked and what they'd do differently.

We could also put our own work in the spotlight**.** I'd love us to consider entering **[project or campaign]** into the **Ubiq X Awards**. We've got work worth celebrating, and an entry would give us a chance to recognise the team behind it and share what we've achieved.

To make sure the value travels back with me, I'd share a short team briefing, recommend three practical actions and propose one idea to test. The estimated investment is:

- Ticket, including any applicable VAT: **[£amount]**
- Travel: **[£amount]**
- Accommodation: **[£amount]**
- Other expenses: **[£amount]**
- **Total: [£amount]**

I'd arrange **[coverage or handover plan]** to keep our existing commitments on track while I'm away. You can explore the event and agenda here: Ubiq X LIVE UK 2027

Would you be happy to approve the budget and time to attend? I'd be glad to talk through the sessions I'd prioritise and how they connect to our school's goals.

Thanks,
[Your name]
P.S. I promise to bring back useful ideas. I cannot promise to stop talking about the puppies.