

LETTER TEMPLATE

Convince your manager

Use this document to share the benefits of attending Spryker's EXCITE 2025 Digital Commerce Conference in Berlin.

XXXX,

I'm writing to request your approval to attend Spryker's EXCITE 2025 event being held on **September 25 in Berlin, Germany**. This year's theme, "Connected Commerce: Powering the Hybrid Future," speaks directly to some of the challenges and opportunities we're currently navigating.

EXCITE, Spryker's flagship digital commerce innovation conference, brings together top minds across digital commerce, technology, and industry-specific domains to explore how hybrid commerce is reshaping the customer journey. I believe this event is a strategic opportunity for us to explore how we can improve our delivery of unified experiences across the digital sales journey.

This would be a great opportunity to:

- Learn from an impressive slate of inspirational speakers, customers, and thought leaders who will share real-life stories on hybrid sales models, technology innovations, and industry best practices.
- Create valuable connections and gain insights from a dynamic community of peers, business partners, and solution experts.
- Participate in breakout sessions, high-level networking opportunities, and a Marketplace full of professionals and thought leaders that could help us determine how to get more from our Spryker spend solutions right now and better plan for future initiatives that align with the Spryker roadmap.

I can assure you that sending me to this conference will be an excellent investment. I'm especially interested in looking into solutions that will help us address:

1. Example one
2. Example two

Tickets are free for customers, so the only investment required is travel and accommodation. As you can see, attending this conference will deliver incredible value that I can bring back and share with our team. I'd be happy to submit a post-conference report that includes an overall summary for the leadership team, lessons learned and key takeaways, and recommendations to maximize our current and future investments in digital commerce.

If you'd like to learn more about EXCITE 2025, explore the event page [here](#).

Thank you for your consideration!

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