## Convince Your Boss ContentCon EMEA 2025

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How to use the template:

*Step 1: Fill in your info where highlighted*

*Step 2: Copy and paste in email composer*

*Step 3: Send to boss*

*Step 4: Attend ContentCon and gain an Edge on your competitors*

Subject line: Request to attend ContentCon ‘25 Europe – London, 11 September

Hi [YOUR BOSS],

I wanted to share an opportunity that I think would be incredibly valuable for both my own development and our team’s goals. [ContentCon ‘25 Europe](https://www.contentstack.com/contentcon-europe), Contentstack’s flagship event, is taking place in **London on 11 September 2025**, and it’s completely free to attend.

The event focuses on how brands can use AI-driven personalization and adaptive digital experiences to create lasting customer connections. Some of Contentstack’s most innovative enterprise customers, including **AirFrance-KLM, Mondelez, and Bol**, will be taking the stage to share how they are using these approaches to deliver measurable results.

Here are a few of the reasons I think it’s worth attending:

* **Learn from real customer success stories** from AirFrance-KLM, Mondelez, and Bol about how they’re delivering more relevant, adaptive experiences at scale.
* **Get early insight into product updates** and have the chance to give direct feedback to the Contentstack team.
* **See real-time personalisation in action** and explore how instant data activation can turn one-off interactions into lasting loyalty.
* **Join highly impactful roundtables** focused on meaningful, topic-driven discussions, rather than surface-level small talk.

I believe attending will give me the actionable strategies to support our [INSERT RELEVANT GOALS HERE]. I will share the key takeaways with the team afterwards so we can put them into practice.

You can see the full agenda and [event details here](https://www.contentstack.com/contentcon-europe).

Thanks for considering this. I look forward to your thoughts.

[YOUR NAME]