

FROM: [your name]  
TO: [your supervisor's name]

SUBJECT: Vendor Enablement Opportunity – KnowBe4's KB4-CON EMEA 2025

I'm writing to request your approval to attend KB4-CON EMEA 2025 hosted by our Human Risk Management vendor partner KnowBe4. The conference will take place at the 200 Aldersgate in London, England on 23rd October.

Why KB4-CON? The conference is packed with educational training sessions, cybersecurity best practices and thought leadership, and invaluable networking with our vendor team. The conference will not only benefit me as an employee but will also provide me with actionable takeaways for our entire team on how to better leverage our partnership.

**During this conference, I will:**

- Learn how to create and foster a security culture in our organization which expands past just security awareness training.
- Hear directly from KnowBe4's Leadership team about where the company is going and what's on the roadmap for KnowBe4 products!
- Stay up-to-day on current security trends and on all the resources KnowBe4 provides which will enable us to accelerate our internal security awareness program.
- Connect in person with KnowBe4 colleagues and product experts through interactive booths, talks, engaging networking sessions, and more.
- Dive into breakout sessions facilitated by thought leaders I can actively engage with—like KnowBe4 Security Awareness Advocates and industry leaders who have prior professional experience working in a variety of different departments.
- Network with and learn from a security-focused community—KB4-CON is attended by other security awareness professionals like me, from a wide variety of companies around the world and industries, so I will be able to create a robust, useful network for collaboration, potential partnerships, and more.

**Here's the approximate breakdown of costs for me to attend:**

Conference Registration	£69 - early bird cut off 31 July £99 - standard pricing from 1 August to event date
2 Nights at the Malmaison Hotel 2 Nights at Premier Inn Farringdon	~£550 ~£420
Travel/Flights to/from London	xxxx
Meals	Included minus travel days and additional meals as needed
<b>TOTAL:</b>	<b>~£xxx</b>

I hope you agree that this will be a great opportunity for me to bring back new ideas and methods that will ultimately benefit our organization. Upon my return, I will be ready to share key action items, including practices we can start to implement immediately.

Thank you for your consideration!

[your name]