A purple and black cubes on a purple background

Description automatically generated

Dear [recipient name],

I am writing to express my interest in attending the **ACT Annual Conference 2024** at **ACC Liverpool** on **21-22 May**.

The conference will help me to achieve [insert your objective for attending the conference here] by [insert how the conference will help you achieve your objective].

The ACT Annual Conference brings together hundreds of treasury and finance professionals to discover the latest in treasury.

Attending the ACT Annual Conference provides a wide range of benefits and would help us to:

* prepare for upcoming challenges and ensure that we can navigate the complex and uncertain environment that treasurers are operating in
* keep up to date with the latest treasury developments, a valuable benchmarking exercise
* learn from the best and gain valuable insights from over 100+ speakers in expert-led sessions and gain practical advice and insight on areas of specific relevance from the Treasury Lab sessions
* build my professional network and meet with 80+ new and existing suppliers in the exhibition hall, a great opportunity to make cost and efficiency savings
* research the activity of peers and competitors to ensure we stay one step ahead of the competition.

I look forward to taking advantage of the opportunities that the conference offers and sharing insights with key stakeholders when I return.

Thank you for considering my request. I look forward to hearing from you.

Kind regards,

[sender name]