Request to attend Broadcasters – Convention - Nigeria, 16–17 March 2027

Dear [Manager's name],

I would like to request approval to attend Broadcasters – Convention - Nigeria, taking place on 16–17 March 2027 at Abuja, Nigeria, hosted by Broadcast Media Africa.

The convention brings together the people who run, regulate and supply the broadcast and media sector across Convention - Nigeria. This year's theme is "Sustainable Broadcasting In A Diverse Content Economy: Reaching And Serving New Audiences".

The programme covers areas that matter directly to our work:

• Knowing the audience: Who is watching and listening, where, when and on which device.

• Measurement advertisers trust: Ratings, digital analytics and a shared currency for Nigeria.

• Content that keeps them coming back: News, sport, faith, Nollywood, music and local-language programming.

• Reaching young audiences: YouTube, TikTok, Instagram and streaming without losing the station brand.

Attending would allow me to:

• learn from practical case studies and bring back ideas we can apply;

• hear directly from senior executives, regulators and technology leaders;

• meet peers, partners and suppliers from across the continent.

I will share a short summary of key takeaways with the team after the event.

Full programme and registration: https://nigeria.broadcastingandmedia.com/programme

Thank you for considering this request.

Kind regards,

[Your name]