Subject: The Automotive Quality Management Systems (AQMS) Conference 2020

Dear <Name>,

This year’s Automotive Quality Management Systems (AQMS) Conference is scheduled for 20th – 21st October 2020, and I believe my attendance would be a great investment for <company>. To help demonstrate the value of the expenditure, I’d like to provide some details about the conference.

The theme for this year's conference is “Leading the way to Quality”, and is a showcase for the most innovative quality projects the automotive industry is developing today. Attendees represent a broad range of automotive sector companies, and come together to share and discuss all aspects of the process of creating outstanding quality products. So far, delegates are registered from major OEMs, tier ones and automotive organisations across the supply chain.

The conference will offer sessions with an expansive range of content covering every aspect of the automotive quality landscape and enables attendees to ensure they have access to the insights and information that will benefit their organisations most.

Additionally, the conference offers a considerable number of workshops, which are a deeper dive into the more technical aspects of the industry. This is a great opportunity to maximise my time at the conference and receive hands-on training.

At AQMS, I’ll not only have the opportunity to connect with my peers from other organisations, but also industry experts. So I’ll be able to return to work with a wide range of actionable insights on the ideas, tools and tips that can push our quality driven agenda to the next level.

To be more specific, I think the conference will offer solutions and insight that could benefit these projects:

<project>

The two day event represents brilliant value for money at £285 + VAT if we act quickly and register in time to benefit from the early bird rate.

I feel strongly that my attendance at AQMS will offer an immediate return on the investment. After the conference, I’ll develop a report to share the key learnings, takeaways, and recommendations that will enable us to innovate and thrive in a changing landscape of technological advances.

Thank you for considering this request. Please contact me with any questions you might have.

Sincerely,

<Name>