

Getting your **Festival of Marketing** pass approved isn't about asking for a day out, it's about bringing the industry's best thinking back to your desk. To get a 'yes' today, you need to show your manager that your attendance is a strategic investment in the team's growth. We've drafted these templates to help you cut through the noise and highlight exactly how the Festival will help you solve your current challenges. Pick the version that fits your manager's priorities, or pick and mix, then add your specific focus areas. If you have any questions or need help, you can get in touch with the Festival team [here](#).

Choose from:

1. The "Business Growth" Version
2. The "Concise & Direct" Version
3. The "Team Development" Version
4. The "Corporate" Version
5. The "Strategic All-Rounder" Version

The "Business Growth" Version

Best for: Senior Marketers reporting to CMOs/Directors focused on commercial outcomes.

Subject: Proposal: Increasing marketing impact and effectiveness (Festival of Marketing 2026)

Hi **[Name]**,

I'd like to request approval to attend Marketing Week's [Festival of Marketing 2026](#) on 14 October.

I think this year's theme, Raise the Bar: Grow your impact, influence and expertise, is particularly relevant to the challenges we're working through at the moment. There are several sessions focused on improving marketing effectiveness, demonstrating impact and using AI more practically, which I think would be valuable for our team.

What appeals to me is that Festival of Marketing is focused on practical, brand-side case studies rather than theory (featuring speakers from Lloyds Banking Group, BUPA Global, and Sainsbury's). There are three areas in particular I'd like to learn more about because I think they could help us:

- Improving effectiveness: Applying proven frameworks to increase our ROI.
- Strategic influence: Learning how leading CMOs are better aligning marketing with commercial business goals.
- Practical innovation: Moving beyond the hype of AI and tech to identify tools that actually drive conversion.

Passes are £899, with discounted rates available for teams of three or more. If there are others in the team who would benefit from attending, we could make the most of the group pricing while ensuring we all bring back learning from different sessions.

I'll share a post-event summary with the team, highlighting the key ideas and three practical actions we can implement. I'll also have access to Festival Wrapped, a curated summary of the most valuable insights from across the event, so we can revisit the learnings and share them more widely.

Do I have your support to proceed with getting myself booked?

Thanks,

[Your Name]

The "Concise & Direct" Version

Best for: Fast-paced environments where the manager values staying ahead of the curve.

Subject: Request: 14 October / Marketing Strategy & ROI

Hi [Name],

I'm looking to attend Marketing Week's [Festival of Marketing](#) on 14th October to bring back fresh, brand-side perspectives on how we can improve our current marketing performance and drive [insert an outcome you need for your team].

Why this event?

Marketing Week's Festival of Marketing is built on real-world case studies, not theory. It's a concentrated day of learning from the UK's most effective brands (BUPA Global, Sainsbury's, etc.) on how they are tackling the same growth and data challenges we face.

The Output:

I'll receive 'Festival Wrapped', a curated intelligence summary, which I will share with the wider team so we can all benefit from the event's key strategic insights.

Action Required:

Passes are £799. The event has sold out for four consecutive years, and I'd like to lock in the lower rate before the upcoming price rise.

Does this have your approval?

Thanks,

[Your Name]

The "Team Development" Version

Best for: When the manager is focused on upskilling and long-term capability.

Subject: Professional Development: Festival of Marketing 2026

Hi [Name],

I'm keen to attend Marketing Week's [Festival of Marketing](#) on 14 October to bridge some of our current skills gaps in [mention specific area, e.g., AI in marketing or brand leadership].

This year's agenda is specifically designed to help marketers "raise the bar" for their organisations. I've highlighted several sessions that would help us:

- [Insert specific session from 2026 agenda here]
- [Insert specific session from 2026 agenda here]

By attending, I'll gain access to the frameworks used by the world's most successful marketing teams. I'll also get the Festival Wrapped report, which we can use as a toolkit for our next planning cycle.

Passes are £899, with discounted rates available for teams of three or more. If there are others in the team who would benefit from attending, we could make the most of the group pricing while ensuring we all bring back learning from different sessions.

Would you be supportive of me attending?

Thanks,
[Your Name]

The “Corporate” Version

Hi [Name],

I'd like to request approval to attend Marketing Week's [Festival of Marketing 2026](#), taking place on 14 October in London.

It's run by [Marketing Week](#) and is one of the most respected events in the industry, bringing together 800+ senior marketers from brands like EY, KP Snacks, Starbucks and Channel 4 to share what's actually working right now.

This year's theme, “**Raise the bar: grow your impact, influence and expertise**,” is particularly relevant given the increasing pressure on marketing to demonstrate impact and contribute directly to business growth. The event is designed to equip marketers with practical strategies and real-world examples to meet these expectations.

From what I've seen, Festival of Marketing focuses on practical, real-world case studies from brand-side teams, rather than theory. It brings together senior leaders and marketers who are actively driving growth, which feels highly relevant to the challenges we're currently facing.

Attending would give me the opportunity to learn from leading organisations, identify opportunities for improvement, and bring back ideas we can apply directly to our work.

Key areas I would focus on include:

- Identifying practical ways to improve marketing effectiveness and drive growth
- Understanding how leading brands are increasing their impact and influencing business decisions
- Exploring how to better leverage data, AI and technology to improve ROI
- Learning proven frameworks and case studies we can apply immediately
- Building connections with other marketers to share challenges and solutions

To make sure we get real value from it, I'll share the key takeaways with the team and highlight a few ideas we can put into action straight away.

I will also receive Festival Wrapped, a curated summary of the most important insights from across the event, which will support ongoing learning and allow us to revisit and apply key ideas over time.

Passes are £899, with discounted rates available for teams of three or more. If there are others in the team who would benefit from attending, we could make the most of the group pricing while ensuring we all bring back learning from different sessions.

Given the current focus on driving growth and improving marketing effectiveness, I'm confident this will deliver tangible value for both my development and the wider team.

I believe this is a worthwhile investment and would welcome your approval to attend.

Many thanks,

[Your name]

The "Strategic All-Rounder" Version

Best for: Managers who value a balance of practical skills, industry networking, and clear ROI.

Subject: Request: 14 October / Strategy & Growth (Festival of Marketing)

Hi [Name],

I'd love your approval to attend the Festival of Marketing 2026 on 14 October in London.

It's run by Marketing Week and is one of the most respected events in the industry — bringing together senior marketers from brands like Google, Coca-Cola, Boots and ITV to share what's actually working right now.

This year's theme — "Raise the bar: grow your impact, influence and expertise" — feels very aligned with where we're heading, especially with the pressure on marketing to drive measurable growth and have a stronger voice in the business.

What makes this stand out is how practical it is. It's not theory — it's real case studies, real results, and honest lessons from teams doing the work.

If I go, I'll focus on:

- Practical ways we can improve effectiveness and drive growth
- How leading brands are increasing their influence internally
- Smarter use of data, AI and tech to improve ROI
- Frameworks and ideas we can actually test straight away
- Connecting with peers to compare approaches and challenges
- I'll make sure we get value from it – I'll share the key takeaways with the team and pull out a few ideas we can apply immediately.

The pass also includes Festival Wrapped, which is a curated summary of the best insights, so we can keep coming back to it after the event.

Passes are £899, with discounted rates available for teams of three or more. If there are others in the team who would benefit from attending, we could make the most of the group pricing while ensuring we all bring back learning from different sessions.

I'm confident this will bring back practical ideas we can use straight away, as well as support my development.

Would really appreciate your approval.

Thanks,

[Your name]