Dear <Insert you supervisor/line manager name>,

I would like approval to attend **Bett UK from 29 – 31 March 2023**, at the ExCeL, London. Bett is the leading Education Technology event and brings together thousands of educators from across the globe for three days of inspiring content, networking and product discovery. I believe attending Bett would help enhance my duties as <Insert your job title>, helping <Insert your institution name> to be technology-driven and innovative in our practice.

The extreme changes over the last couple of years have demonstrated the importance of technology within the learning environment, and it is key that we continue to stay up to date with the best practices and innovative ways to shape our <classrooms/lectures/seminars> and learners’ experiences.

**With 100+ hours of free CPD on offer**, I will receive multiple sessions of expert guidance, helping me to immediately enhance the pedagogical strategies and practices at <Insert your institution name>. Bett is renowned for its quality content, and this year offers a unique opportunity to hear from multiple industry pioneers such as Anne-Marie Imafidon MBE, Stephen Bartlett, Professor Damian Hughes, as well as getting hands on with the latest technology from leading solution providers such as Microsoft, Google and Apple – all in one location!

Plus, this year Bett has launched [**Connect @ Bett**](https://uk.bettshow.com/connect-bett?utm_source=marketo&utm_medium=email&utm_campaign=justification_letter_23&utm_id=Visprom), to empower education institutions to discover the right solutions for our learners, in a fraction of the time. Connect @ Bett allows us to efficiently meet with solution providers for 15-minute meetings to uncover emerging products and services, to maximise our budgets, and to have more meaningful conversations at Bett than ever before. Over 2,000 institutions such as **Eton College, Aspire Academy Trust and the University of Oxford** have already registered for this, and I believe it’s key for <Insert your institution name> to be involved in this groundbreaking programme.

**Here are some comments from previous attendees who have found attending Bett invaluable**:

“Bett 2023 will allow me to engage with peers, share insights and gain valuable knowledge from our technology partners. It will be great to come together, bounce ideas off one another, whilst solving problems. The event will help shape out roadmaps and align our thinking.”

 – *Alex Denley, Director of Innovation and Transformation, London South Bank University*

“As always, I am looking forward to being challenged and provoked by what I see and hear at Bett 2023 - the speakers, stands and products. I always enjoy the unparalleled networking opportunities, but this year I am also looking forward to the chance for students to present at Bett as part of the Design4SDGs Challenge!”

– *Emma Darcy, Director of Technology for Learning, Denbigh High School and Chiltern Learning Trust*

Upon approval, I plan to use Bett to address the current challenges < Insert your institution name > is facing and will use my time at Bett wisely to maximise the experience.

**Bett tickets are currently free until 3rd March 2023**, after which they will incur a late-registration fee. Please could you approve my attendance as soon as possible to take advantage of this free ticket for a huge return on investment in my professional development and to benefit the learners at <Insert your institution name>.

More information about Bett UK can be found at their website [uk.bettshow.com](https://uk.bettshow.com/?utm_source=marketo&utm_medium=email&utm_campaign=justification_letter_23&utm_id=Visprom) and I would be happy to discuss any questions you have. Please consider my request as Bett UK is an unmissable learning opportunity.

Yours sincerely,

<Insert your name>