Request to attend Broadcasters Convention – East Africa, 25–26 May 2027

Dear [Manager's name],

I would like to request approval to attend Broadcasters Convention – East Africa, taking place on 25–26 May 2027 at Dar es Salaam, Tanzania, hosted by Broadcast Media Africa.

The convention brings together the people who run, regulate and supply the broadcast and media sector across East Africa. 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:

• Sustainable broadcasting: Diversifying income beyond advertising and public funding.

• DTT and signal distribution: Digital terrestrial TV costs, coverage and carriage fees.

• The future of radio: Digital sound broadcasting and the future of radio in the region.

• Swahili content as an export: Licensing, co-production and new markets.

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://eab27.broadcastingandmedia.com/programme

Thank you for considering this request.

Kind regards,

[Your name]