

### WHY I SHOULD ATTEND WORLDZ

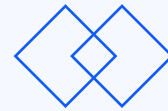
Hi (INSERT NAME HERE),

I wanted to provide you with some insight as to why I think it would benefit our company for me to attend WORLDZ 2019 in Long Beach, California on September 10th & 11th. WORLDZ is an annual summit and community for marketers and innovators that provides direct access to CMOs from some of the most influential companies in the world across 70 different industries. By attending, I will learn from the world's top executives in intimate workshops that are thought-provoking, participatory and immediately actionable.

Some of the marketing and business leaders who will be at WORLDZ include icons and senior execs from culture-shaping brands:

- \* **Shaquille O'Neal, 4x NBA Champion, Hall of Famer & CEO**
- \* **Jonah Peretti, Founder & CEO, BuzzFeed**
- \* **Stephanie De La Faverie, Global Brand President, Estée Lauder**
- \* **Doug Palladini, Global Brand President, Vans**
- \* **Marie Gulin-Merle, Global CMO & Chief Digital Officer, Calvin Klein**
- \* **Jeremi Gorman, Chief Business Officer, Snap, Inc.**
- \* **Stephanie McMahon, Chief Brand Officer, WWE**
- \* **Raja Rajamannar, Chief Marketing & Communications Officer, Mastercard**
- \* **Nick Drake, Executive Vice President, T-Mobile**
- \* **Michelle Hagen, EVP, Worldwide Promotions, Paramount Pictures**

WORLDZ Master Courses are intimate and experiential workshops created and led by many of the above-mentioned industry experts. WORLDZ also offers other ways to connect with these executives including Mentorship Lunches (10 participants + 1 industry expert) and Meet the Master mentorship rotations which provide quick access to multiple masters in 90 minutes. [More info can be found here.](#)



Four benefits for attending WORLDZ 2019 and being part of the community:

1. I will learn elite leadership skills, strategies, and tactics from CMOs and senior executives from some of the most influential companies in the world.
2. I can create my own individualized curriculum based on our company's current needs, participate in outcome-focused sessions, and build relationships via facilitated one-on-ones.
3. I will leave with a comprehensive tool kit for each course taken that I can bring back to the team and put into practice.
4. It's not just a two-day summit, it's a year-round community. I will be part of a community with ongoing opportunities and events to continue learning and building partnerships to benefit our company.

I believe attending this summit could be beneficial to our business in the immediate future and for years to come. If you have any additional questions please let me know. In addition, you can watch [this video](#) which features testimonials from several top WORLDZ Masters and speakers. Thank you for the consideration.

Best,

(INSERT YOUR NAME HERE)