Request to attend Broadcasters Convention – West Africa, 31 August – 1 September 2027

Dear [Manager's name],

I would like to request approval to attend Broadcasters Convention – West Africa, taking place on 31 August – 1 September 2027 at Abidjan, Côte d’Ivoire, hosted by Broadcast Media Africa.

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

• Francophone and anglophone markets: What each can learn from the other.

• DTT and satellite: Digital terrestrial TV and satellite: coverage, costs and carriage.

• Sustainable broadcasting: Diversifying income for public and private broadcasters.

• Advertising and sponsorship: New revenue lines for regional broadcasters.

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://wab27.broadcastingandmedia.com/programme

Thank you for considering this request.

Kind regards,

[Your name]