

TMRE THE MARKET
RESEARCH EVENT



content
marketing™
world



LIONS

by Informa ...

Getting to YES

SECURING MANAGEMENT APPROVAL TO ATTEND

While you recognize the value of attending Content Marketing World, we know that travel and training budgets are tight, and justifying time away from the office can be difficult.

Use this toolkit to help you better articulate how your attendance will strengthen your performance and advance your business.

**INSIGHT
TO IMPACT**

OCTOBER 5-7 | DENVER | CONTENTMARKETINGWORLD.COM

EVENT OVERVIEW

Content Marketing World brings together marketing leaders, content creators, communications experts, agencies, and creative professionals from around the world.

In 2026, the event will also be held alongside TMRE: The Market Research Event and content from LIONS brands including WARC, Contagious, and Effie — creating even more opportunities to explore insights-driven strategy, creativity, and marketing effectiveness in one place.

- ▶ 2,000+ attendees from all over the world
- ▶ 60+ exhibitors
- ▶ 100+ educational sessions
- ▶ 15 conference tracks covering content strategy, AI, storytelling, analytics & ROI, and more

WHY SHOULD YOU ATTEND?

By now, you know how important Content Marketing World is for your career, personal growth, and company success — so how do you demonstrate this to your organization's leadership? Be specific! Help them understand how the next-level networking and exceptional education will benefit your organization by solving challenges. Here are sample questions and drafted responses to get you started.



How will you apply what you learn to your current role?

With more than 100 sessions of all levels presented by marketing leaders and brand innovators, there is no shortage of practical, immediately actionable advice at Content Marketing World. Knowing that {company name} is looking to {solve a challenge}, I'm eager to attend the following sessions:

- ▶ Session Title 1
- ▶ Session Title 2
- ▶ Session Title 3

* See the conference schedule [here](#) to add session titles that apply to your role.

Who will you meet?

Content Marketing World attracts marketers, strategists, creators, agencies, and brand leaders from around the world. Not only am I looking forward to hearing from marketing innovators, but I'm also excited to connect with fellow {job titles} to discuss ideas, hear what has worked for them, and share inspiration.

Will you have the chance to source solutions and meet new vendors?

Content Marketing World includes a robust Expo Hall with 60+ suppliers and solution providers showcasing the latest marketing technology and innovative resources. I think that meeting face-to-face with the following vendors would be beneficial:

- ▶ Exhibitor 1
- ▶ Exhibitor 2
- ▶ Exhibitor 3

HOW MUCH WILL IT COST?

We know that cost is a key consideration in deciding whether to attend Content Marketing World. If you're asked to demonstrate cost-to-value while seeking approval, the chart below will help detail your fees.

ITEM	COST	NOTES
Conference Pass		The All Access Pass offers the best value, but a range of options are available. The earlier you register, the lower the cost. Group discounts are also available for teams of 3+.
Flight/Train		Use an online travel site to get a quick estimate. Denver has a number of affordable flights from around the U.S. There are also discounts to select airlines available on our website here .
Lodging		CMWorld has secured discounted rates for your stay at hotels close to the convention center. Visit the Official Housing Desk .
Transportation		There are many hotels and restaurants within walking distance of the convention center to reduce transportation costs.
Food Per Diem		Conference registration includes breakfast and lunch on Monday and Tuesday.
Total		

VALUE

SESSIONS/EVENTS	KEY TAKEAWAY DESIRED	CONTRIBUTION TO COMPANY
Session 1:		
Session 2:		
Session 3:		
Event/Meeting 1:		
Event/Meeting 2:		
Other:		



JUSTIFICATION EMAIL TEMPLATE

If you need a little help with persuading your manager on the value of attending Content Marketing World, try the ideas [in this Word document](#) to justify your trip. Fill in the missing areas to personalize the letter, and you're all set.

Dear <Insert Manager's Name>,

I would like your approval to attend Content Marketing World 2026, Content Marketing Institute's annual conference and expo for marketers, strategists, creators, and brand leaders. The event takes place October 5-7 in Denver.

What sets Content Marketing World apart from other marketing events is that the sessions are led by practitioners from leading brands who are tackling the same challenges we face every day – and getting results. I'll be able to learn strategies and examples to help us improve content performance, workflows, and overall marketing impact.

Here are a few reasons attending would be valuable for both my professional development and our organization:

- 1. **Meaningful Connections** – With thousands of content and marketing professionals attending, I'll have the chance to exchange ideas, discuss challenges, and learn what's working for other teams.
- 2. **Relevant Education** – The agenda includes 100+ sessions covering content strategy, AI, storytelling, measurement, and more. I'll be able to choose sessions most relevant to our goals and current priorities.
- 3. **Innovative Technology** – The Expo Hall has dozens of technology providers, giving me the chance to evaluate tools, explore solutions, and have conversations around our needs and pain points.

The cost breakout would be:

- ▶ Pass: \$___
- ▶ Transportation:..... \$___
- ▶ Hotel:..... \$___
- ▶ TOTAL..... \$___

Registering early will help secure the lowest available rate. After the event, I'll share key takeaways and recommendations with the team, including ideas we can use to improve our work and drive stronger results.

Thank you for considering my request. I appreciate your support.