**Dear [Name]**

I would like to attend **Mastering SAP Collaborate 2024 -** the conference for organisations who care about business performance, people and culture. The event is taking place at the Crown Promenade, Melbourne, 22 & 23 May 2024.

Mastering SAP is an interactive experience rather than a sit-and-listen conference designed to help us pinpoint new and different ways to use SAP solutions to get business results and unlock the true potential of our business and our people. I’d be learning from end-users who have already undertaken several of the initiatives and projects we are considering or panning.

I have reviewed the program and the hot topics and feel the return on investment would be a major benefit to us. There is also no better conference in our part of the world for real-world learning from organisations like us and networking with peers – both within and outside our industry.

Additionally, on returning I’d be sharing my learnings, presentations and new knowledge with others within our team and the company. The event would be a fast track to real-life knowledge from the lived experience of others – without the pain and disruption of doing it ourselves.

I’d be learning from organisations like Microsoft, Under Armour, NZ Rugby, Frucor Suntory, Officeworks, Lionsgate and of course SAP themselves.

**Good Reasons to Participate:**

1. A uniquely curated 2-day program focused on business outcomes: the **research that goes into creating the program is extensive**. It is expertly guided by a [Conference Advisory Team](https://reg.eventmobi.com/mastering-sap-melbourne-2024/pages/advisory) representing small and large companies to ensure the content is on the mark.
2. We can gather **information we won’t get anywhere else**: this is the only event of its kind in the region – SAP professionals come together in the same place at the same time for two days.
3. Someone in this community has the answer to our most pressing business challenges: **we can tap into the collective wisdom of delegates, speakers and experts** during tea and lunch, in between sessions, at a dedicated speakers’ corner and at the networking functions.
4. Exclusive Access to Collaboration Tools and Resources: we can **connect with other attendees before, during and after the conference** via the event App. We also receive electronic access to all presentations after the event
5. Meet selected Partners: the conference also hosts a solutions and demo showcase so that **we can review all the best tools and services in one place**.
6. 6 events in 1: **Mastering SAP brings together six Communities**: Financials; HR & Payroll; Technologies & Cloud; Data & Analytics; Security & Risk; and Public Sector. One ticket gives access across all sessions.
7. Annual Membership to Mastering SAP: attending the event is **part of the 12 month Mastering SAP Premium Membership**, unlocking access to over 8000 pieces of SAP-specific educational content including round table industry discussions, articles, presentations, videos, research reports, and more.

**Facts & Figures:**

* **80+ sessions** including keynotes, case studies, hands-on labs, masterclasses, and more.
* **13 international speakers** showing what companies are achieving globally.
* Solutions-showcase featuring over **30 partners**.

**Best regards**

[**Name]**

**PS. Here is a** [link to the agenda](https://reg.eventmobi.com/mastering-sap-melbourne-2024/pages/agenda) **with all the speaker content**