Are you ready to immerse yourself in Africa's most Influential Digital Commerce Conference and Expo? Then Look no further than Converge Africa 2024. This is a game changing event bringing together the top digitally driven companies, institutions, and government leaders to shape the digital future of Africa.

Our team understands that motivating internally to attend an exhibition or conference as a delegate or exhibitor can often be a challenge. There is often a budget requirement to request and it's not always easy to communicate where the company can expect a return on its investment. Download our Convince the Boss Support Pack to up your chances of getting your attendance signed off.

We've made it easy for you to create a convincing letter to get your boss to sign off on your attendance and cover all costs required to attend Converge Africa 2024.

There are multiple ticket options for our event which can be viewed [here](https://wearevuka.com/retail/converge-africa/tickets-options/)

If you are unable to get one of our premier delegate passes approved, due to budget constraints. We've got a solution for you. We have a Visitor pass available for R250.

Even though the Visitor pass to Converge Africa 2024 does not give you access to all that Converge Africa has to offer, it still offers you a ton of exciting benefits. Here's what you can look forward to:

• Experience Converge Africa with the following benefits:

• Access to a solution-focused expo floor

• Knowledge hub sessions

• Unparalleled networking opportunities

But wait, there's more! If you can get the expo pass approved, you can also add on the networking party and educational workshops for a reduced additional cost to make the most of your attendance. Imagine the amazing connections and insights you'll gain from attending Converge Africa 2024. This is an opportunity you won't want to miss!

*Just ahead of you choosing your preferred template, you are going to want to attach a copy of our conference programme when convincing your Boss,*

***Click here to***[*Download Programme*](https://25047948.fs1.hubspotusercontent-eu1.net/hubfs/25047948/CONVERGE%202024%20-%20AGENDA%20LATEST%20January%2015th%202024.pdf)

**Delegate Pass Convince your Boss Templates:**

**Letter 1**

Dear **<Manager>,**

I would like to bring to your attention that Converge Africa, Africa's Most Influential Digital Commerce Conference & Expo, is taking place from April 22 to 24 2024 at the Cape Town Convention Centre. This leading digital conference and exhibition is for digitally driven companies, institutions, and government. It is a unique opportunity to connect with decision-makers, understand and influence hot topics within the industry, and drive the conversation with those people that matter. This is where you influence the future.

This influential conference and exhibition serves as a meeting ground where professionals from e-commerce, fintech, payments, cybersecurity, logistics, digital marketing, and other related fields will converge, share insights, forge strategic alliances, and explore new business opportunities. Converge Africa represents our evolution towards a more comprehensive and inclusive platform, aiming to converge various sectors and players within the vast digital commerce ecosystem - and I would like to be a part of it.

The conference program is packed with industry guest speakers, keynote speakers, workshops, and motivational talks that will significantly benefit my work. There are specific sessions that are relevant to my job challenges right now, and I am excited to learn and apply innovative ideas and insights.

Moreover, attending the conference will provide me with an opportunity to network with industry vendors and engage with key decision-makers. I plan to visit three key vendors at the conference to help assist me with our current budget restructuring needs. Additionally, the conference and exhibition features a diverse range of industry professionals that I can connect with, which will prove to be invaluable for my work.

The total cost for the conference is **<fill in the blank>.**

Here is my estimated breakdown of conference costs:

Conference Fee: **<Insert Chosen Pass Fee>**

Airfare: **<Insert Fee>**

Transportation to and from hotel: **<Insert Fee>**

Hotel: **<Insert Fee>**

Meals: **<Insert Fee>**

Total: **<Insert Fee>**

Attending Converge Africa 2024, will be a wise investment that will pay off for years to come. I am confident that my attendance will equip me with the knowledge, insights, and contacts necessary to drive our business forward and contribute positively to our industry.

Thank you for your consideration, and I look forward to your response.

Sincerely,

**<Your Name>**

**Visitor Pass Convince your Boss Templates:**

**Letter 1**

Dear **<Manager>,**

I am thrilled to share with you the amazing opportunity to attend Converge Africa 2024, the most influential digital commerce conference and expo in Africa, happening from April 22nd to 24th, 2024 at the Cape Town Convention Centre! This three-day event brings together leading digitally-driven companies, institutions, and industry leaders to influence the future of the digital industry.

But wait, it gets even better! I can attend Converge Africa for only R250.00 on their Visitor Pass, which gives me access to a solution-focused expo floor, knowledge hub sessions, and unparalleled networking opportunities. At an additional cost, I can also add on the networking party and educational workshops to make the most out of my attendance.

As a **<your position>**, I strongly believe that attending this conference is an unmissable opportunity for me to connect with decision-makers and shape the future of the digital industry. The conference's purpose, "ACCELERATING DIGITAL COMMERCE GROWTH AND ENABLING THRIVING ONLINE BUSINESSES ACROSS AFRICA" focuses on hot topics within the industry that are relevant to my job challenges right now.

Attending this conference will significantly benefit my work, providing me with exposure to a diverse range of industry professionals, latest ideas, and insights that can power our business forward. Directly engaging with the market will also help me seize valuable opportunities to address challenges and forge meaningful alliances with key players in the industry.

I am convinced that attending this conference is a wise investment that will pay off for years to come.

The total cost for the conference is **<fill in the blank>.**

Here is my estimated breakdown of conference costs:

Conference Fee: **<Insert Chosen Pass Fee>**

Airfare: **<Insert Fee>**

Transportation to and from hotel: **<Insert Fee>**

Hotel: **<Insert Fee>**

Meals: **<Insert Fee>**

Total: **<Insert Fee>**

Thank you for considering my request to attend this important conference. I am excited to bring back valuable insights and strategies that can help our company thrive in the digital industry.

Sincerely,

**<Your Name>**