Request to attend Radio Broadcasters – Summit - Africa, 20–21 April 2027

Dear [Manager's name],

I would like to request approval to attend Radio Broadcasters – Summit - Africa, taking place on 20–21 April 2027 at Johannesburg, South Africa, hosted by Broadcast Media Africa.

The summit brings together the people who run, regulate and supply the broadcast and media sector across Summit - Africa. This year's theme is "Radio Everywhere: Reach, Revenue and Relevance".

The programme covers areas that matter directly to our work:

• Digital sound broadcasting: DAB+, DRM and the business case for switching.

• Cloud and virtualised playout: What it costs, what it saves and what can go wrong.

• Measuring radio and audio audiences: Across FM, streaming and podcasts.

• Hybrid revenue models: Programmatic audio, sponsorship, events and e-commerce.

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://radio.broadcastingandmedia.com/programme

Thank you for considering this request.

Kind regards,

[Your name]