

Convince your manager to send you to SHIFT NYC 2025. The email template below highlights the skills, knowledge, and connections you'll gain from attending this premier event. Copy and paste it into an email, personalize the highlighted sections, delete our instructional text, and send it to your manager. We hope to see you in the Big Apple November 11-12!

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**Subject: Critical Request: SHIFT 2025 Attendance to Strengthen Our Cyber Resilience**

Hi [Manager's Name],

I'm requesting approval to attend [Commvault's SHIFT](#) in NYC on November 11-12, 2025. Given the increasing sophistication of cyber threats and the growing integration of AI in both attack vectors and defense strategies, this event addresses our most critical operational challenges.

**Why This Matters Now:** Ransomware attacks are becoming more frequent and costly, while AI is creating new vulnerabilities we haven't encountered before. Our current recovery processes need modernization to handle these evolving threats. SHIFT provides practical training on the latest defense and recovery techniques that directly apply to our infrastructure.

**Direct ROI Through Hands-On Training:**

- **Minutes to Meltdown Simulation:** Experience live ransomware attacks to identify vulnerabilities before they hit us
- **Recovery Range:** Test our recovery capabilities in simulated production environments
- **Clean Recovery Validation:** Learn rapid, trusted recovery techniques that minimize downtime
- **Expert-Led Workshops:** Return with actionable playbooks for attack preparedness
- **ISC2 CPE Credits:** Maintain required certifications while gaining cutting-edge knowledge

**Strategic Business Impact:** This training addresses our most pressing need: rapidly rebuild, reconstruct, and recover when the inevitable happens. I'll gain expertise in the fastest, most complete cyber recovery at 5x lower TCO and learn how AI enables powerful cyber resilience across our infrastructure.

**Investment:** \$XX for travel expenses (airfare, hotel, meals, transportation). Event attendance is complimentary.

This is our opportunity to gain an unfair advantage against bad actors and enable our organization to maintain continuous business in an era of escalating cyber threats.

I request your approval to secure our competitive edge in cyber resilience.

Best regards,  
[Your Name]