

Dear [Manager's Name]

Hope you're well! I wanted to ask for your approval to attend **HuFiCon 2025**, a two-day event on 4, 5 November in Cologne, hosted by SoSafe.

It focuses on something we know is critical but often under-supported: the **human side of cybersecurity**. Not technical tools, but how we build culture, support better decisions, and turn awareness into action.

The content is practical, peer-led and built to be immediately useful, which is why I believe it's a smart investment of time.

### What I'll learn and bring back

HuFiCon 2025 closely aligns with our current focus areas and future goals. I'll gain practical, immediately applicable insights into how to:

- Build and sustain a more engaged, human-centric security culture.
- Create campaigns that connect with people — not just enforce policies.
- Go beyond “**we sent training**” to drive real behaviour change.
- Integrate AI into awareness efforts safely and strategically.

Sessions like “Psychological safety in cybersecurity” and “Get employees to champion security” could give us a serious leg up. Speakers include not only security leaders and behavioural experts, but also voices like **Alexis Conran (BBC's The Real Hustle)** and **Ralf Schumacher (ex-F1)**, who brings a fascinating angle on decision-making under pressure.

I'll also connect with peers tackling similar challenges and bring back tested approaches we can apply right away.

To maximize value, I'll share a summary of key takeaways, run a team lunch-and-learn, and propose a small pilot — like launching a security champions initiative — to put ideas into action.

### Estimated cost:

- **Conference ticket:** Free
- **Travel and/or hotel:** [XXX] €

For the cost of a budget transport and [X] hotel nights, I'll come back with tools we can immediately apply to our **2026 plans**. It's one of the few events that really aligns with what we're doing and how we want to do it: human-first, culture-focused, and outcome-driven.

Thanks so much for considering this. I'm happy to chat through any details or tweak the plan to fit our budget or schedule.

Best, [Your Name]