Invite Colleague to NEXT

SUBJECT:

Don’t miss this new business event

BODY:

Hi <Name>,

I found a great event that you might want to attend with me: NEXT 2017 by Hitachi. It’s about how we can shape our business for the digital economy, with the latest solutions and insights for using our data well. This will help us thrive in the digital economy and get ahead of our competitors.

* We can learn how to make our business more agile, using the power of data. And see how we can spend less and innovate more by taking our operations to the cloud.
* We’ll have quality time with their top strategists and technologists, not to mention networking with other attendees. As business events go, this one is an effective size to actually interact.
* They’ll have a top industry speakers and a showcase of real-world solutions from Hitachi and their partners.
* Speakers will cover how to make data the core value of our company.
* We’ll see how to lead our operations to the cloud to spend less and innovate more.
* They’ll also have the latest solutions and services that help us find the value in our data.

Basically, it’s a chance for us to get valuable perspective from Hitachi, one of today’s industrial giants. They integrate information technology with operational technologies through the internet of things. They are incredibly strong in data management and analysis.

NEXT 2017 is September 18-20, 2017 in Las Vegas. The conference website is [HitachiNEXT.com](http://www.hitachinext.com/). I hope to see you there.

Regards,