**Subject Line:** My participation in InnoLead’s Impact conference in Boston, Oct. 20-22

Dear \_\_\_,

I’d like to request approval to attend InnoLead’s annual conference, Impact, in Boston from Oct. 20-22.

The event is hosted by InnoLead, which is the leading community for corporate professionals responsible for envisioning the future and driving growth in their organizations. They provide resources, tools, research, data, and insights we’ve utilized to improve our innovation efforts.

The Impact event will be an opportunity for our company to benchmark our innovation program and approach, and should enable me to bring back to our company specific comparables, insights, and best practices. Among the benefits of attending:

* **Comps** — I will be able to compare our approach to innovation and AI with executives at dozens of companies across sectors: USAA, Snap-on Tool, Liberty Mutual, Schneider Electric, SunLife, SharkNinja, Pfizer, Creative Artists Agency, and dozens of others.
* **Best Practices**  — Because Impact’s sessions are all led by other corporate executives, and are off-the-record (Chatham House Rules), companies typically share how they work with their business units; how they’ve overcome internal resistance to change; how they’ve secured more budget; how they leverage their innovation ecosystems; how they measure impact; and more. That’s invaluable learning for us.
* **Benchmarking** — I will get an understanding of how other companies are organizing, staffing, budgeting, and planning their efforts for now and the future. InnoLead also publishes and shares survey data — and other resources — as part of the event.
* **Inside Look** — Impact includes a number of site visits to corporate innovation labs, including Blue Cross Blue Shield’s “Well-B” innovation space, Piaggio Fast Forward’s robotics R&D center, and MIT’s “CSAIL” (Computer Science and AI Lab). These are invaluable opportunities to literally kick the tires of other innovation centers and get up to speed with cutting-edge research.
* **Recruiting** — Impact draws the top Innovation, Digital, Transformation, AI, and R&D executives from the Fortune 1000. For over a decade it has been a rich target for networking with industry leaders, up-and-coming stars, and innovative minds.
* **Access to Experts** — In addition to comparing best practices, Impact will feature the top innovation and AI experts from MIT, Harvard Business School, and other esteemed institutions and educators, who will provide cutting edge research and insights into the latest corporate practices.

After the event, I can share some of the crowdsourced notes taken by others at the conference.

Thank you for considering this request. I look forward to your reply.

Regards,