**Subject Line:** Here’s why I can’t miss InnoLead’s Impact 2024

Dear \_\_\_,

I’d like to request approval to attend this year’s InnoLead annual conference, Impact, which takes place in Boston from Oct. 23-25.

As you know, InnoLead 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.

InnoLead’s annual member conference, Impact, provides hands-on, practical, first-person lessons and insights from executives at the most innovative companies in the world, from the NFL and United Airlines to Target and The Mayo Clinic. The event also draws the top service providers in the innovation space, enabling us to interact with thought partners that might be able to provide value at a future date.

This will be an opportunity for our company to benchmark our program, compare our approach, and learn the state-of-the-art practices and methodologies related to generating business value with AI, collaboration with business units, building new ventures, scouting disruptive technologies and new partners, leveraging innovation ecosystems, optimizing the work of our innovation team, and more.

I will be able to bring back to our company specific comparables, insights, and best practices, which will enable us to deliver more impact and drive profitable growth.

What I learn at Impact will enable us to improve the velocity and returns on a number of our internal initiatives, including \_\_\_\_\_\_\_

Here’s an approximate breakdown of conference costs:

* Three-Day Conference: $1,795 for InnoLead members [discounted 18% from $2,200]
* Hotel: Negotiated discounted rate of $299 (discounted nearly 25% from $388)
* Airfare: $\_\_\_\_\_
* Meals: Under $100 as most are provided by InnoLead
* Transportation from Airport: Approximately $40 each way

If given the chance to attend, I’ll share additional details, including sessions I plan on attending, and the value it will bring to our company.

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,

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