**Subject Line:** Here’s why I can’t miss InnoLead’s AI event in Silicon Valley

Dear \_\_\_,

I’d like to request approval to attend “Leveraging AI: Creating Real Business Value,” a one-day event on May 16 in Sunnyvale, California.

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 Leveraging AI event will focus on how teams inside large organizations are currently deploying AI to create real business value and competitive advantage in 2024.

This will be an opportunity for our company to benchmark our AI progress 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 executives at companies like Airbus, Goodyear, CSAA Insurance, Swisscom, Black & Veatch, Amazon, Crown Equipment, and others.
* **Tools** — I will hear about the AI platforms being utilized inside these companies, including tools relevant to innovation, new product development, R&D, and more.
* **Organization** — I will get an understanding of how other companies are organizing, staffing, budgeting, and planning their AI efforts for now and the future.
* **Barriers** — I will get a sense of how other companies are approaching internal objections, as well as other obstacles like compliance, risk, data privacy, etc.

Most other conferences on AI cost several thousand dollars, and feature “talking heads” and “AI boosters” — consultants, thought leaders, academic researchers, vendors, investors or startups. InnoLead’s Leveraging AI event is only $650, and is one of the only conferences that actually explores how companies like ours are utilizing AI right now.

To drive this point home, the event will take place inside the innovation lab of $35 billion trucking company PACCAR; we’ll be able to literally see first-hand what a major manufacturing company like PACCAR is doing with AI, and why.

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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