Dear **<Insert Name>,**

I would like your approval to attend the **ExperiencePoint Facilitator Summit,** a two-day event designed exclusively for ExperienceInnovation™ and ExperienceChange™ Facilitators. The event will take place on May 17-18, 2018in Toronto, Canada.

This event is not a typical conference, which is refreshing. Attendees are being challenged to turn their brains on, roll up their sleeves and work alongside like-minded Facilitators on large organizational challenges.

Here are a few reasons why it would be great for me (and our company) to attend:

1. ExperiencePoint and the **<ExperienceInnovation™/ExperienceChange™ >** simulation is an integral component of our **<insert program name here>**. The Summit is the gathering place for veteran and new Facilitators to share lessons learned and new ideas on how the simulations are being used.
2. A chance to interact with over 40 like-minded Facilitators, who are leading innovation and change initiatives from a variety of industry sectors and global regions. These individuals will provide new viewpoints and extend my current view of the world.
3. There will be no idle consumption of content at this event. Attendees are being asked to contribute, develop and produce new approaches to a large organizational challenge. I will leave with new ideas that can be immediately applied to our own organization.
4. I’ll have the opportunity to lead a small breakout mini-session to share my thinking on [innovation, change, marketing etc.].
5. I will experience ExperiencePoint’s newest product, **ExperienceInnovation: Apply**, a two-day design thinking application experience.

I’ve broken down the approximate cost of my attendance at ExperiencePoint Summit below:

Airfare: $xxx

Hotel: $249/night + tax (Preferred Hotel)

Conference: $950 USD (Early Bird Discount)

**Total:** **$xxx**

Upon my return, I will be ready to share key takeaways, but even more exciting, I’ll be ready to implement new ideas immediately, significantly contributing to our organization's strategic goals **<insert goals here>**.

Thank you for your consideration of this request. ExperiencePoint is offering an early-bird discount for the conference if I register by **February 11th.** Therefore, I appreciate your immediate attention to my request.