To:

From:

Subject: Attending 2022 AIGA Design Conference

Dear [insert boss’s name],

I would like to invest in my career growth with the opportunity to join the 2022 AIGA Design Conference from October 20–22 in Seattle. As the largest professional association for my field, the AIGA Design Conference is the learning and inspiration event of the year for designers. Convening this year in Seattle, it is an annual gathering of over 1,200 creative leaders for three days of inspiring talks, roundtables, and workshops.

Here are some reasons why I’d like to attend this year:

**Face time with leaders who are shaping the future of design**

The AIGA Design Conference is an opportunity to participate in fresh ideation for design from leaders in the field. It provides a unique environment to meet the people behind the cutting edge work that’s launching our profession into new territory. Plus, I’ll get to network and make lasting connections with designers of all ages and career stages who are making the greatest impact in business and the design industry.

**Finding inspiration and practical skill growth through sessions**

AIGA has a mind-blowing list of speakers who will address the shifting landscape of design and inspire you to integrate what I learn in stunning new ways. Our company will be a part of conversations exploring a commitment to leadership, design excellence, impact, and equity—the core values of AIGA. [Check out last year’s speakers for insight into the caliber of speakers](https://aiga.swoogo.com/2021designconf/Speakers).

**Investing in my career path with [xyz company]**

The AIGA Design Conference will help me grow as a designer, a teammate, and a leader within our organization. Attending this conference is an investment in my design practice and will help me achieve future goals with the company. By funding this professional development, I am able to maximize the investment by sharing learnings with key members of the team upon my return.

Thank you for considering this request to invest in professional development opportunity to learn about industry trends, network with creative leaders, and get inspired for what’s to come in the creative industry. You can learn more at <https://www.aiga.org/design/design-conferences/aiga-design-conference>.