



BizBash Innovation Forum

by informa...

Hi [Boss's Name],

I'd like to request approval to attend the BizBash Innovation Forum August 23–25, 2026 in Tampa Bay, Florida as an official representative of our brand.

This is a three-day, in-person event designed for event and marketing professionals looking to stay ahead of what's next in experiential marketing. The Innovation Forum brings together brand leaders, event strategists, industry suppliers, and other experiential professionals for immersive education, meaningful networking, and collaborative discussions focused on the future of live experiences.

The program includes expert-led panels, real-world case studies, and intimate conversations with fellow experiential professionals navigating similar challenges and opportunities. In addition to educational content, the event also features curated off-site networking experiences designed to foster authentic relationship-building and idea-sharing in a more engaging environment.

From a business perspective, attending would allow me to:

- Build direct relationships with suppliers and potential partners we could leverage for future brand events and experiences
- Gain insight into emerging trends, technologies, and strategies shaping the future of experiential marketing
- Learn directly from industry experts and peer brands through case studies and collaborative discussions
- Return with actionable ideas and inspiration that can help elevate our events, partnerships, and overall brand presence

From a professional development standpoint, attending would support my continued growth while also strengthening our brand's visibility and credibility within the experiential marketing community. I would plan to share key takeaways, industry insights, and actionable recommendations with the team following the event to ensure the learnings benefit the broader organization.

While travel and accommodations are not included, I believe the value of the experience, industry access, and strategic insights make this a worthwhile investment with meaningful long-term return for our team and future initiatives.

I believe this event aligns strongly with our goals around innovation, strategic partnerships, and audience engagement, and I'm confident the relationships and insights gained would provide lasting value.

Thank you for considering, and I'm happy to discuss this further.

Best regards,

