



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 company.

This is a three-day, in-person event designed for experiential industry professionals looking to build meaningful connections and stay ahead of what's next in event and experiential marketing. The Innovation Forum brings together brand leaders, event strategists, agencies, and innovative suppliers for immersive education, collaborative discussions, and high-value networking experiences 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 evolving client expectations, emerging technologies, and new approaches to audience engagement. In addition to educational content, the event also features curated off-site networking experiences designed to foster authentic relationship-building in a more engaging and productive setting.

From a business perspective, attending would allow me to:

- Build direct relationships with brand decision-makers and experiential marketing leaders
- Increase visibility for our company within the experiential and live events community
- Gain insight into emerging trends, client priorities, and innovative event strategies shaping the industry
- Identify new partnership and business development opportunities through meaningful conversations and networking
- Return with actionable insights that can help strengthen our offerings and future growth strategy

From a professional development standpoint, attending would support my continued growth while also strengthening our company's presence and credibility within the experiential marketing space. I would plan to share key takeaways, industry insights, and potential partnership opportunities with the team following the event to ensure the experience benefits the broader organization.

I believe the connections, strategic insights, and business opportunities this event provides would make it a worthwhile investment with meaningful long-term value for both my professional development and our company's future growth.

I believe this event aligns strongly with our goals around innovation, partnership development, and industry visibility, 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,