**Request to Attend the O’Reilly Design Conference**

Dear [Approving Manager],

I am writing to request your approval to attend the [O’Reilly Design Conference](http://oreillydesigncon.com), taking place March 19-22, 2017 in San Francisco. This event is the single most important gathering of UX and interaction design innovators and practitioners on the leading edge of design thinking. It covers all the skills, tools, and strategies necessary to create and build successful products and customer experiences. You can [view the agenda here](http://oreillydesigncon.com/schedule).

At Design, I’ll find out how some of the world's most successful companies approach and use design—and how we can apply what they've learned to [our company]. I’ll learn how to implement the latest trends and design thinking best practices. And I’ll discover new and useful tools, tips, and technologies that may help us become more efficient, more effective, and rely less on outsourced expertise.

Many of the presentations at Design are clearly aligned with our goals—or specifically address some of our biggest challenges. I plan to attend the following sessions and report back on my findings:

[List Titles of Sessions and/or Tutorials you plan to attend]

The [Platinum and Gold passes](https://conferences.oreilly.com/design/ux-interaction-iot-us/public/register) include access to a rich variety of in-depth learning opportunities, sessions, and keynotes, as well as networking activities, receptions, and the Sponsor Pavilion. The Video Compilation that I can review with others and the 3-month [Safari](https://www.safaribooksonline.com/) subscription included in the pass will provide additional learning resources even after the conference ends.

I plan to return with both valuable and actionable insight on how to apply developments in design to our business. I would appreciate your approval as soon as possible in order to maximize both conference and travel discounts.

Sincerely,

[Name]

[Title]