**EMAIL TEXT:**

Subject: Proposal to Attend IDC 2023 for Professional Growth

Dear [Boss’s Name],

I hope this email finds you well. I am writing to discuss an exciting opportunity that could greatly benefit both our organization and my professional growth. **I would like to request your support for my attendance at the** [**International Design Conference (IDC),**](https://www.internationaldesignconference.com/) **taking place August 23–25, 2023, in New York City, New York.**

Organized by the [Industrial Designers Society of America](https://www.idsa.org/about-idsa/our-story/) (IDSA), IDC is the premier global event for industrial design professionals, bringing together influential leaders, renowned speakers, and innovative minds from around the world. This conference offers a comprehensive program focused on the latest trends, advancements, and best practices in industrial design. It is an ideal platform for exchanging ideas, learning from industry experts, and staying at the forefront of design innovation.

Here’s why I’d like to attend and here’s how I believe [insert company name] could benefit from this experience:

* **Resilience-focused Design Insights** — The theme of IDC 2023 is "Design for Resilience." Attending this conference will equip me with the skills, knowledge, and mindset to tackle the most pressing challenges head-on, positioning [insert company name] for success. I will learn from industry leaders who have successfully navigated challenges and discover strategies to enhance our resilience as a company.
* **Learning from leading experts** — The IDC main stage presentations are where designers from brands like Samsung, Pepsico, and IDEO will be sharing insights and practical experiences that directly relate to the job I do. I’ll be able to learn from real-world case studies of success.
* **Acquiring new skills** — Through hands-on training sessions with experts in KeyShot, for example, I’ll gain new abilities that will help streamline my workflows and allow me to work more quickly and efficiently, all while improving the level of our output. I'll gain insights into new tools and methodologies that will advance our careers and keep us at the forefront of design innovation.

* **Inspiration and innovation** — IDC is a platform for amplifying the unique and bold voice of industrial design while celebrating the deep interconnection with other creative disciplines. Attending IDC will expose me to cutting-edge innovations that push the boundaries of creativity, functionality, and sustainability. I’ll be inspired by the latest trends and methodologies which can be quickly applied to our work at [insert company name].
* **Unlocking network value** — IDC provides an unparalleled opportunity to establish valuable connections with fellow designers, manufacturing suppliers, and technology providers. These connections can be leveraged to our advantage long into the future, fostering collaborations and expanding our professional network.
* **Sharing knowledge** — Upon my return, I am committed to sharing the knowledge and insights I gain at IDC with our team members who are unable to attend. By distributing this experience across our team, we can maximize the conference's value and ensure a return on investment. Additionally, we will have exclusive access to all recorded content from the conference, allowing us to revisit and benefit from the sessions even after the event.

I believe IDC is worth the investment and is an important opportunity for our company to be in the room with hundreds of other organizations working to create amazing experiences through design. I can gain new skills, learn about industry trends, and get exposure to new methodologies all in one place.

The current registration rates offer substantial savings for IDSA members, and I recommend securing tickets and making travel arrangements as soon as possible. You can learn more about IDC at [www.internationaldesignconference.com.](http://www.internationaldesignconference.com. )

Thank you for your support and I look forward to attending IDC as a representative of [insert company name].

[Your Name]