Dear [ENTER MANAGER’S NAME]

I would like your approval to attend the Event Design Certificate Program which will be held from <<Dates>> at <<University>> . This executive education is designed to educate professionals in Design Thinking and Event Design on this crucial industry topics, foster business exchange and provide networking opportunities I need to be successful in my job.

For the past several years, participants have given the Event Design Certificate Program experience very high ratings and has qualified professionals with the CED - Certified Event Designer designation.

By attending, I’ll gain access to the world’s largest community of Event Design practitioners and Certified Event Designers. I will be able to share not only best practices, but next-practices so we can learn from each other and improve the way we work.

The goal of the EDC program is to engage students in a multidisciplinary collaboration to tackle real world event innovation problems. Discover how following a systematic design thinking approach, your teams will discover how to solve event design challenges with real world examples from Google, Symantec, UN, MPI, IOC, NGO’s and Membership Based organisations like Internet Society and many others.

While attending, I’ll be able to meet and network with peers focused on designing meetings and events as well as key players in the industry. Between the content presented during the intense 3 day program on site and the 6 month follow up coaching and delivery of an actual event design using the learned methodology, I plan to strengthen my skills in [X], [Y] and [Z], and walk away knowing how to:

* Goal 1 (example:(re)design [event name] using the Event Design using the #EventCanvas™️ methodology for our organisation to directly benefit. )
* Goal 2
* Goal 3

The EDC program will cover the following topics that are relevant to my work:

* Generate deep insights through the systematic observation and interaction of key stakeholders (empathy) and [why it matters]
* Engage in collaborative ideation with a multidisciplinary team and get them on the same #EventCanvas page.
* Rapidly prototype and iteratively test ideas and concepts to systematically innovate our future events.

I’m confident that my CED - Certified Event Designer designation will directly influence the quality of my work on [PROJECT NAME]. When I get back, I’ll share takeaways with our team, including ones we can implement immediately and ones that will help us strategically achieve our group goals.

Here is the approximate cost of my attending EDC:

* Airfare/travel: [IF APPLICABLE, $]
* Hotel: [IF APPLICABLE, $]
* Event registration: [$ AMOUNT]
* Total: [$ AMOUNT]

The earlier I register, the cheaper it will be for me to secure travel, as I’ll be able to take advantage of booking in the hotel room block. You can read more about the EDC program at

Thank you for taking the time to review this request. I’m looking forward to hearing from you.

Best,

[YOUR NAME]