Subject Line: Proposal to Attend IDC 2024 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 [IDSA International Design Conference (IDC) & Education Symposium](https://internationaldesignconference.com/), taking place September 11–13, 2024, in Austin, Texas.

Organized by the [Industrial Designers Society of America (IDSA)](https://www.idsa.org/about-idsa/our-story/), the IDC & Education Symposium is the leading global event for industrial design professionals. It brings together influential leaders, pioneering creatives, and innovative thinkers from across the world. The conference features a comprehensive program focused on the latest trends, advancements, and best practices in industrial design, providing 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 how [insert company name] could benefit from this experience:

1. **Future-Focused Design Insights:** The theme of IDC 2024 is "Design Disrupted." 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 future success. I will learn from industry leaders who have successfully navigated disruptions and discover strategies to enhance our resilience and innovation as a company.
2. **Learning from Leading Experts:** The IDC main stage presentations will feature designers from top brands like Google, IBM, and Mercedez-Benz, sharing insights and practical experiences directly related to our work. I will be able to learn from real-world case studies and apply these lessons to improve our projects and processes.
3. **Acquiring New Skills:** Through hands-on workshops and training sessions in KeyShot, for example, I will gain new abilities that will streamline our workflows, enhance our design output, and increase our overall efficiency. I'll gain insights into new tools and methodologies that will advance our careers and keep us at the cutting edge of design innovation.
4. **Unlocking Network Value:** The IDC & Education Symposium 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.
5. **Sharing Knowledge:** Upon my return, I am committed to sharing the knowledge and insights I gain at the IDC & Education Symposium with our team members. 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 the IDC & Education Symposium is a worthwhile investment and an essential 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.

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

Best,

[Your Name]