



**VIRTUAL**  
SERVICE DESIGN  
GLOBAL CONFERENCE  
22-23 October 2020 • Virtual Space

Re: Virtual Service Design Global Conference 2020

Dear [manager name],

I'd like to kindly ask for your approval to attend the Virtual Service Design Global Conference 2020 (SDGC20) that will be happening online on October 22-23, 2020.

There are many virtual events out there, but I've picked this one because I feel that the insights and learnings presented and discussed there are exactly what our team needs in our company to get more efficient, stay ahead of the curve and avoid unnecessary costs.

In addition to interactive live sessions with industry leaders from all over the world, this event will look to explore all the latest tools, methods, insights, and trends shaping the direction of service design and its ultimate impact on the future of society. I will also have the chance to interact with potential partners and customers online on the virtual event platform via 1:1 video or chat.

As the conference attracts seasoned service designers, I'm excited to learn from a large number of professionals and discover their experiences and best practices from their projects.

Here's an approximate breakdown of conference costs:

Registration fee*	€ 225 - € 300
1 Workshop	€ 50
Travel costs	€ 0
Hotel stay	€ 0
<b>Total</b>	<b>€ 275 - € 350</b>

\*Registration fee includes all 18 hours of live talks, online materials and recordings of the sessions.

I'd kindly appreciate you considering my training request, and I hope you have a moment to take a look at the website — [www.sdgc20.com](http://www.sdgc20.com) — and the overview of topics covered there.

Thank you for considering this request.

I look forward to your reply.

Best regards,

[Employee name]