



SHAPING TOMORROW
SERVICE DESIGN
GLOBAL CONFERENCE
22-23 April 2021 • Copenhagen

Re: Service Design Global Conference 2021

Dear [manager name],

I'm writing to ask for approval to attend the Service Design Global Conference 2021 (SDGC21) taking place on April 22-23, 2021 in Copenhagen, Denmark.

The conference is two days of talks and workshops led by international service design experts with proven success.

In addition to breakout sessions with industry leaders from all over the world, I will also have the chance to interact with potential partners and customers on-site and via the conference app powered by Brella as go-to networking source during the event. This valuable tool will help to make more meaningful connections with attendees by setting up face-to-face meetings in the exclusive networking area.

Here's an approximate breakdown of conference costs:

Registration fee*	€ 690 - € 970
Hotel stay	€ 400 (for two nights)
Transportation to and from airport	€ 50
Meals	€ 70
Total	€ 1.210 - € 1.490

*Registration fee includes all materials, coffee, tea, water, snacks and lunch for the event as well as the entry to the after-hour conference reception on April 22, 2021.

I can schedule a post conference meeting with you to provide you with a summary of all major takeaways I learned to maximize service design quality. Additionally, I'll be able to share relevant information with key personnel throughout the company.

Thank you for considering this request.

I look forward to your reply.

Best regards,

[Employee name]