

(PLEASE COPY AND PASTE TO USE VERBIAGE)

Proposal to Attend CWT Innovations LAB

To:

From:

Re: Proposal to Attend CWT's Innovations LAB

Dear **<manager's name>**,

This request is for approval to attend CWT's Innovations LAB on **<date considering>** in Sunnyvale, California. Innovations LAB brings together CWT clients and valued partners with the opportunity to network, learn, and engage in a unique exploration of new technology impacting the travel industry. I'll have the chance to meet with world-renowned start-ups who are developing new to market innovations and get to experience these innovations, firsthand.

Aside from valuable learning, this event will provide the potential for immediate ROI. We'll be able to explore introducing new innovations into our company that support our key objectives. With the total expense of around \$1,000-\$2,000 it is a cost-effective way to discover new ways to drive efficiency, employee empowerment and ROI into our business and corporate travel program.

At Innovations LAB, I have the opportunity to:

- Engage with CWT innovation experts on how to unlock the full potential of our program
- Discover new solutions that impact us and strategize on how to adapt as our industry evolves
- Connect with CWT's incubator partner Plug and Play and learn how they could work with us
- Capture best practices of introducing new technology and innovations into our company
- Expand my professional network and connect with peers who share common goals & challenges

Here is an approximate breakdown of conference costs:

Airfare	\$500
Transportation (round trip taxi from airport to hotel):	\$100
Hotel rate (3 nights at \$275 not incl. tax)	\$825
Meals outside of conference meals (3 meals at \$50)	\$150
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Approximate total cost:	\$1,575

Following the event, I can provide a debrief of takeaways and recommendations to maximize our current corporate travel investments. I am excited to make this opportunity to attend CWT's Innovations LAB a chance to bring additional value to **<your organization>**.

Regards,

<your name>