



Subject: Request to attend IIE X West 2026

Hi [Boss's Name],

I am requesting approval to attend the **Insight Innovation Exchange (IIE X) West 2026** conference, hosted by Greenbook. As we scale our consumer understanding and data capabilities, IIE X West is uniquely timed to give our team direct exposure to emerging research tech, advanced AI applications, and new methodological thinking that can immediately enhance our decision-making and ROI.

Value & Impact for Our Business

- **UX & MRX Convergence:** Sessions on merging macro consumer research with micro user testing to build a complete view of the customer journey.
- **Practical Frameworks:** Actionable frameworks combining real-time consumer signals and predictive analytics to inform brand and product strategy.
- **AI & Automation Integration:** Demonstrations on leveraging AI to accelerate qualitative and quantitative workflows without sacrificing research rigor.
- **Tech Stack Benchmarking:** Direct access to next-gen platforms to evaluate cross-tool spend and optimize our research software budget.
- **Cross-Disciplinary Networking:** Opportunities to connect with peer leaders across MRX, UX, and product innovation to benchmark our internal processes.

Estimated Budget Breakdown

- **Conference Pass:** \$[Registration Fee]
- **Travel & Transportation:** \$[Flight / Mileage]
- **Accommodation:** \$[Hotel Stay]
- **Meals & Incidentals:** \$[Estimated Daily Allowance]

Total Requested Investment: \$[Total Amount]

Next Steps

Upon returning, I will compile a brief summary detailing actionable takeaways, platform evaluations, and key methodology updates to share across our broader team.

Thank you for considering this request. I look forward to discussing this opportunity with you!

Best regards,
[Your Name]