[Insert date]

Hello, [insert manager’s name].

For more than six years, OmniComm Systems has hosted the Innovation Forum. Hundreds of customers attend these annual events because of unbeatable content: knowledge acquisition, networking, benchmarking and skill-building. I’d like to attend the Innovation Forum, which takes place October 18-21 in Fort Lauderdale, Florida.

There will be many technical sessions covering critical industry topics, including mobile/digital health, eSource, risk-based monitoring, TrialMaster and TrialOne new features and more. You can browse the [agenda](http://www.omnicomm.com/innovation-forum-2017-0) and see how many of sessions are relevant to our department’s goals.

Here’s a short list of what I can expect at this event and, most importantly, how this training investment can help our team:

* **The latest product announcements.**I’ll bring back lots of information on OmniComm’s product directions. This can help us better plan upgrades and decide when/if we should invest in new products.
* "**How-to" technical sessions and workshops taught by product and industry experts.**I can pick the brains of these experts and get their input on some of our team’s key initiatives and challenges. I can have access to a whole half-day of free training.
* **Panel discussions about real-world challenges and successes.**This is a great opportunity to hear what other TrialMaster users are experiencing and learn from their mistakes and successes.
* **Opportunities to network with peers, OmniComm clients and OmniComm senior leaders.**I can get immediate expert advice and strengthen our industry contacts.
* **Solutions and demonstrations by OmniComm and technology partners.**The Innovation Forum is a terrific place for me to experience and compare the latest OmniComm and technology partner solutions that could help address our issues.

When I’m back in the office, I’ll share a trip report that summarizes the major concepts, techniques and action items for all the sessions I attended. This way, the entire team can benefit from what I learned.

You can visit the [**Innovation Forum**](http://www.omnicomm.com/innovation-forum-2017-0)website for more information. I hope you’ll agree that my attendance is a sound investment with long-term value to our department. I look forward to hearing back from you.

Thank you!

[signed]