

AIGA



**To:**  
**From:**  
**Subject: Attending AIGA Y Conference 2017**  
**Date:**

Dear

I'd like to attend the AIGA Y Conference, from March 31 to April 1, 2017 in San Diego. The Y Conference is a national-caliber design symposium hosted by AIGA San Diego. It brings together industry thinkers, innovators and change-makers for two days of creativity and collaboration.

Here's why I believe it's important to attend and how it will make a positive impact on our organization:

- I'll learn from the experts. Legendary speakers in the design industry bring their expertise as established and experienced leaders. Up-and-coming talent speaks to new and progressive ideas. I'll learn from real-world case studies of success and best design practices that directly relate to our projects.
- I'll gain new important skills that I will need tomorrow, whether it's creative applications of new technology or practical ways to work smarter that are directly related to the job I do.
- I'll be inspired to produce better work. I'll be exposed to fresh ways of thinking about our projects and see some of the most creative, forward-thinking work out there.
- I'll work more effectively and efficiently. I'll get hands-on lessons in intimate break-out workshops to learn new tools and techniques— saving time and money, and enhancing my value to our team.
- I'll learn from my colleagues. Y Conference attendees are local, national and international. I'll be able to interact with fellow designers to exchange ideas and bring back ideas to solve the challenges our organization faces.

I am confident you will see this as a worthwhile investment. It's the one local conference where I can get current with industry trends and new technology, take away practical knowledge, be exposed to amazing innovations, and inspire my creative growth.

You can learn more about the AIGA Y Conference at [sandiego.aiga.org/programs/y-conference/](http://sandiego.aiga.org/programs/y-conference/).

Thank you for considering my request.

## *Y Conference 22*

March 31 – April 1, 2017  
Y-Conference.com

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for Peace & Justice

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