



AIGA San Diego

## Y DESIGN CONFERENCE APRIL 3 & 4, 2020

The Alexandria at Torrey Pines  
San Diego, CA

Dear Boss,

I'd like to attend the AIGA Y Conference, from April 3-4, 2020 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.

[Y-CONFERENCE.COM](http://Y-CONFERENCE.COM)

### LOCATION

THE ALEXANDRIA  
AT TORREY PINES  
10996 TORREYANA ROAD  
SAN DIEGO, CA 92121

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I am confident you will see this as a worthwhile investment. It's the one 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 [y-conference.com](http://y-conference.com)

And they have a Group Rate for groups of 5 and more!

Thank you for considering my request.