# GEP INNOVATE 2024, Provide a Business Case

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To: [Insert first name]

Subject Line: Here’s why I can’t miss GEP INNOVATE 2024

Hi [first name],

I know we’re always looking for new and innovative developmental opportunities, both for ourselves and how we work. GEP INNOVATE 2024, in New York City from September 16–18, looks to be a great fit, and I’d like to request your approval to attend. It’s the premier event of the year to learn how to leverage and apply the latest AI-powered procurement and supply chain technology.

I’ll get access to many different sessions, breakout groups, product demos, opportunities to network and connect with GEP experts and industry peers, and game-changing business solutions & ideas. And better yet, I can then apply everything I’ve learned to drive the business forward.

Attending GEP INNOVATE will significantly help me with these projects:

* [add project or initiative here that you are working on]
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These are just some of the sessions I can attend:

* Beyond Hype: The AI Revolution
* Supercharging ESG: Harnessing Technology for Sustainable Supply Chains
* Jumpstarting Your AI Program - the DOs and DON'Ts
* Procurement Spend Trends: Is Inflation Over?
* How the Quantum Leap in AI Will Drive Procurement and Supply Chain Orchestration and Value

I expect the total price for me to attend is $X,XXX, which includes the conference, hotel, airfare and transportation. However, if I register before August 1st, I can save 10% off the full conference registration price of $499. But this price will not last long.

If I can attend, I’ll be sure to share more information, including sessions I plan on attending and the value it’ll bring us. After the event, I’ll summarize the major takeaways, best practices, and recommendations, and I already look forward to working together to apply what I’ve learned for the team.

Thanks in advance for considering this and let me know what you think!

Regards,

[Insert Name/Signature Here]