

# I'd like your sign off to attend CogX Festival 2023, Sept 12th - 14th

Hi (Insert name)

I believe it will be beneficial for me to attend the CogX Festival 2023, which will take place at The O2 arena in London from the 12th to 14th of September. I kindly seek your approval and budget sign-off for this opportunity.

Since 2017, the CogX Festival has been leading discussions about the impact of AI on Industry, Government, and Society as a whole. I'm sure you'll agree, these topics are now more important than ever. Attending this 3-day event will allow me to learn from industry experts about challenges our company faces and exciting opportunities ahead.

What's more, the CogX Festival is demonstrating innovation by making their Leadership Summit inclusive. I'll have the chance to learn from multiple expert speakers, engage in transformative discussions, build meaningful connections, and contribute to creating a better future. This experience will also provide insights into new markets that I can share with our team.

Examples of participating organisations: Stability AI, ZOE, NATO, techUK, Alan Turing Institute

Attending the CogX Festival will especially help me with this project (Insert here).

(Delete pass type as appropriate)

## A Standard Festival Pass (£495) will give me access to:

- The Expo
- Multiple stages of content including the DeepTech Summit and Industry Transformation Summit
- Good networking opportunities

## A Gold Festival Pass (£2,495) will give me access to:

- The Expo
- Multiple stages of content including the DeepTech Summit and Industry Transformation Summit (priority access)
- Exceptional networking opportunities
- Exclusive lounges

As well as all the benefits detailed above, this year's CogX Festival also includes a Global Leadership Summit addressing some of the biggest challenges and opportunities of our time. Structured around themed half-day sessions, accessing each session requires an **additional fee of £95**. Nevertheless, participating in these sessions offers numerous advantages.

Out of 6 of these sessions I'd like to attend: (Delete as appropriate)

### Day 1:

- AM: Global Outlook & Leadership
- PM: Global Stability, Climate & Future of Energy

### Day 2:

- AM: True Tech Transformation: from AI to Quantum
- PM: Health, Wellbeing and Longevity

### Day 3:

- AM: The Future of Industries - Financial Services, Automotive, Retail & Fashion
- PM: CreaTech: AI, Arts & Culture

## Here are 5 Top Reasons to attend CogX Festival:

**Learn from Expert Speakers:** I'll have the opportunity to hear the latest thinking from the brightest minds including **Yuval Noah Harari, Ian Bremmer, Nigel Toon and Thomas Wolf.**

**Explore the CogX Expo:** I'll discover exciting startups, scale-ups, and established businesses, giving me the opportunity to gain some competitive insight and network with potential investors and founders.

**Networking Opportunities:** I can forge new connections within our industry, both in person and through the event app.

**Commitment to Action at Scale:** CogX Festival promotes collaboration and positive change, inspiring us to share our ideas and explore potential partnerships with like-minded collaborators.

**Create a Personalized Agenda:** The CogX Festival app simplifies scheduling, allowing me to maximize my time at the event by focusing on content relevant to our projects.

Here's approximately how much it will cost for me to attend:

Travel: Use the TFL journey planner to effectively plan your route <https://tfl.gov.uk/plan-a-journey/>

Dining: £20/ 1 day — £60/ 3 days

Hotel: [\(Enter here\)](#)

Tickets: [\(Enter here\)](#)

Total: [\(Enter here\)](#)

In addition to enriching my knowledge, establishing valuable business connections, and uncovering new markets and opportunities for the company, I can also share these valuable insights with the entire team.

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

Best wishes

[\(Your name\)](#)

