



Subject: Approval for INCENTIVIZE summit by Talon.One

Hi XXXX,

On May 21, 2025, Talon.One is hosting its annual invite-only loyalty and incentives summit in Berlin, Germany. It's a rare chance to connect with other loyalty and promotion leaders and the Talon.One team in-person – so I'd like to request formal approval to attend the conference. I've outlined the costs and benefits of attending in more detail below.

Key benefits of attending:

- **Hands-on learning:** Talon.One will be hosting a series of workshops and sessions covering best practices for loyalty programs, promotions and incentives profitability.
- **Insights from leading brands:** On the mainstage, Talon.One has previously hosted the likes of Adidas, Forrester and Footasylum, who have shared how they're driving customer engagement and business growth.
- **Networking opportunities:** INCENTIVIZE is a meeting ground for the world's biggest retail brands, with last year's edition counting companies including Adidas, H&M, Thalia Bücher, On, Zalando, C&A and Rapha. Between sessions, there'll be time to network with peers, discover new ideas, and get inspired.

It will also be a chance to connect with our Talon.One team and the company's senior execs. This face-to-face interaction will not only cement our professional relationship but also offer insights relevant to projects I manage throughout the year.

Project-specific value:

I am especially interested in exploring solutions and best practices that will benefit the following projects:

- [Add project or initiative]
- [Add project or initiative]
- [Add project or initiative]

Outlined below is an estimated breakdown of conference costs:

- Airfare/Travel: \$ / € XXX
- Transportation (round trip taxi from airport to hotel): \$/ € 150
- Complimentary INCENTIVIZE Registration + food and beverage for the full day
- Hotel (2 nights at \$ / € xxx): \$ / €
- Meals (1 day at \$ / € 50): \$ / €
- Total: \$ / € XXX

Talon.One will provide access to session recordings and slides post-conference. Following the conference, I can share a summary of key takeaways and next steps to optimize our investments in Talon.One.

Thank you for considering my request.

Best regards,

X