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2026 Sustainable Fashion Forum Convince Your Manager Letter

Subject: Request to attend SFF26 in Portland this October

I'd like to request approval to attend the 2026 Sustainable Fashion Forum, taking place October 28–30 in Portland, Oregon.

This year's conference is focused on a challenge that feels especially relevant to my work on **[insert projects or responsibilities]**: how to make sustainability initiatives actually drive participation, relevance, and business results in the real world.

I think attending would be valuable for three main reasons:

1. Stronger business cases for sustainability work

The conference is built around adoption, participation, and performance, not just awareness. It's designed to help teams better understand what drives uptake, where initiatives break down, and how to connect sustainability efforts more clearly to business goals.

2. Useful insight across strategy, product, marketing, and communication

The speaker lineup brings together behavioral scientists, consumer researchers, and industry leaders working across sustainability, brand, policy, and innovation. The content is intended to help teams think more clearly about what resonates with consumers and what holds up in the market.

3. Actionable takeaways to bring back to the team

Attendees receive an SFF26 Intelligence Report summarizing key insights and practical takeaways from the event. I'd also share a short recap afterward with the most relevant learnings and recommendations for our team.

This feels especially timely given our work on **[insert priority area, such as claims compliance, loyalty, circularity, product strategy, or customer engagement]**.

Estimated cost

- Travel: **[Insert estimate]**
- Lodging: **[Insert estimate]**
- Registration: **[Insert ticket cost]**
- Total: **[Insert total]**

If approved, I'll send a concise post-event recap within **[X]** days, including key takeaways and recommended next steps for our team.

Thank you for considering it.

Best,

[Your Name]