

**6 DAYS**  
**4 EVENTS**  
**50 SPEAKERS**  
**13 WORKSHOPS**

# CONVINCE YOUR BOSS



## What is ASCIM?

ASCIM is an international week long training program enabling participants to learn from success stories and best practices from some of the most innovative companies in the world that can be re-applied to their work environment to think outside the box to leap over their challenges.

In a friendly, creative and social environment, local, regional and International speakers will share their vision, experience and secrets of creativity, entrepreneurship and innovation with the participants.

The ASCIM topic for this edition: "From Imitation to Innovation". Through this symposium organizations will be able to better understand how to better leverage their innovation capability (Strategy, People, Process, Technology) to become an Innovative Leader in their field!

## Step 1. State the benefits

- By attending ASCIM, you will help your organization to develop and strengthen its capabilities to learn and innovate to sustain a long-term growth. This year's symposium theme will focus on how to transition from imitation to innovation in products, services, processes, new business models and social innovation. ASCIM 2016 will make you better equipped, faster, sharper and smarter.

Attending ASCIM 2016 is a good idea because:

- I will gain insights and best practices relevant to my work.
- I will be gain new business partners
- I will learn strategies for creativity and innovation
- I will make valuable connections
- I will be able to use what I learn to create shareable online content on behalf of our company
- I will bring back lessons and best practices to share with my team

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**We bring the best international speakers and most recent techniques for you instead of having to travel abroad. You save time and money!**

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## Step 2. Determine the cost

- Often managers think about the number of days you will be out of the office. Make sure you help them see that while you are gone, you will gain skills and knowledge that will take you and your organization into the future.
- Time off: How many days will you take off and who can cover while you are unavailable.
- Registration: Be sure to look into earlybird registration versus regular registration fees.
- Travel, hotel and food costs: If you are flying, be sure to attach an itinerary.

## Step 3: Be sure to emphasize the ROI (Return On Investment)

- Create a post event report.
- Networking opportunities.
- Gaining perspective.

## Don't take our word for it !



Creative Bangkok 2014 was an extraordinary event that helped me think about Creativity and Innovation in a complete different way. It is a great learning and networking opportunity with distinguished thought leaders and practitioners in different relevant business areas. A must attend event!

*Dr. Juan Roman, NASA, USA*



Creative Bangkok 2014 was a success in term of networking, content presented, international speakers, rich exchanges in between participants. Creative Bangkok is for sure the nottomiss event in creativity and innovation in the AsiaPacific region.

*Brigitte Carbonneau, Cirque du Soleil, Canada*



It was an honor to be part of the first CreaBKK. Meeting and learning from various creativity and innovation practitioners and educators from different industries and countries was a onceinalifetime opportunity. The way CreaBKK was able to integrate the otherwise expansive and extensive worlds of creativity and innovation into a weeklong event was truly astounding.

*Aaron Paileo, Bootleg, Philippines*



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**Attendance Request Proposal Letter**

Dear (Manager Name),

I would like to attend the Creative Bangkok - Asian Symposium on Creativity & Innovation Management on February 21st - February 26th, 2016.

The conference theme is "From Imitation to Innovation", and it is the premier event for (your industry) professionals. This years agenda focuses on Strategies for Creativity and Innovation, Leveraging Human Capital for Creativity and Innovation, Innovation Processes and Technologies to support Innovation. I will hear success stories and experience sharing from some of the most innovative companies in the world such as Google, Nasa, Ubisoft, Cirque du Soleil, Disney and many more of such caliber.

It will be an opportunity to interact with experts in the field of Creativity and Innovation from around the world by participating in ASCIM 2016's conferences, walkshops and workshops.

Here is an approximate breakdown of ASCIM 2016 cost:

Registration: XX  
Airfare: XX  
Transportation: XX  
Hotel: XX  
Meals: XX  
Total: XX

Thank you for considering supporting my attendance at this important professional conference. If I attend, I would submit a post-conference summary and share relevant information with other staff members and departments. I'm confident in the significant return we will receive for the small investment. To learn more about the ASCIM 2016, please visit [www.creativebangkok.org](http://www.creativebangkok.org)

Thank you for your consideration.

(Your name)  
(Your position)



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