Dear [supervisor’s name],

We know the merits of video—it gets major engagement from audiences and is quickly taking over the social media world.

Does that mean we have to hand over our entire budget to a video production team? Not at all.

Ragan Communications’ **Do-It-Yourself Video Conference** will show us how to produce high-quality videos ourselves, using easy techniques and low-cost tools to get our content in front of the right audience.

By attending, I’ll get in-depth training on how to:

* Get the best audio and visual quality when shooting videos on a smartphone
* Save time by repurposing video content for both internal and external audiences
* Create compelling storyboards that take viewers on a journey
* Optimize videos for different platforms—and ensure audiences want to watch them
* Use video to humanize our brand and highlight our community of employees and customers
* Navigate Facebook’s algorithms to ensure our live videos get seen

This is a chance for us to learn from organizations that have cracked the code on creating engaging videos—like POPSUGAR, Microsoft and GoDaddy.

I also believe the two pre-conference workshops will prove invaluable. They’ll show us how to shoot videos using only a smartphone, and how to craft compelling visual stories from start to finish.

If we don’t give our audiences the videos they want, our competitors will. By going to this conference, I’ll get the practical techniques we need to take video creation into our own hands, save money and time, and drive business goals forward.

[Your name]