Dear [Supervisor’s name],

I know our strong corporate culture plays an important role in our ability to attract and retain top talent—and I recently came across an event that will let us see how top organizations do just that.

Ragan Communications’ The Role of Communications in Creating Best Places to Work, hosted by Genentech, takes place Nov. 1-3 and will be filled with best practices that we can start using immediately.

Here is a link to the full agenda: http://bit.ly/RaganBestPlacesToWork

I’ll get in-depth training on how to:

* Develop livable workplaces that capture the imaginations of Gen X, millennials and Gen Z
* Promote an organizational culture that attracts talent without exploding our budget
* Uncover the humanity in our executives and inspire our whole workforce
* Use clever storytelling and shoestring video techniques to trumpet our organization’s best attributes
* Share internal stories externally to promote our workplace to potential hires
* Create harmony in a workplace that caters to employees of all cultures and backgrounds

These insights will come from internal communicators and HR communicators at organizations that have achieved recognition for being best places to work, including Google, Salesforce, SAS, Cleveland Clinic and Genentech.

Ragan is also offering three pre-conference workshops that would prove invaluable to our communications efforts, including a session on internal communications measurement and a workshop exploring how to produce video on a shoestring budget.

With so much change taking place in the communications and media landscape, we can’t afford to fall behind. By attending this conference, I’ll be better equipped to help us keep our employees engaged, protect our brand reputation and reach wider audiences.

[Your name]