Dear [Supervisor’s name],

I know how important it is for us to engage internal and external audiences on social media, and I recently came across an event filled with cutting-edge ideas on how to do just that.

Ragan Communications’ Social Media #Mashup at Disneyland will feature innovative and forward-thinking tactics that reflect changing trends in the communications industry.

I’ll get in-depth training on how to:

* Use social media to build a culture of innovation and improvement in our organization
* Effectively use livestreaming, augmented reality and 360 video to reach millennial audiences
* Develop a plan to protect our reputation from online threats
* Use the “power of play” to craft more authentic, engaging content
* Boost our reach on social media with paid strategies that won’t drain our budget
* Turn our communicators into data scientists capable of identifying key trends
* Build a strong employment brand on hot platforms like Instagram

This is a chance for us to learn proven best practices from seasoned social media experts at Edelman, NASA, TOMS, Salesforce, Ford and more. I’ll leave with plenty of actionable, practical takeaways we can start implementing as soon as I return.

I also believe the three pre-conference workshops will prove invaluable—I’ll learn how to tell compelling corporate stories, create high-quality videos on a budget and use brand journalism to improve our PR and content strategy.

The social media world is changing quickly, and if we don’t stay ahead of the latest trends, we could lose our audience to competitors. By going to this conference, I’ll be able to adopt the latest best practices we need to engage our stakeholders and boost our bottom line.

[Your name]