Dear [supervisor’s name],

Keeping our employees engaged is more challenging than ever.

To withstand upheavals and achieve our business goals, we need strong internal communications and culture programs that unite and inspire our workforce.

Ragan Communications’ **Best Practices in Internal Communications and Culture Conference** will show us how top organizations create those programs and demonstrate the ROI of their efforts.

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

* Adopt the mobile tools and strategies we need to meet employees where they are
* Keep morale high during crises and organization changes
* Use employee feedback to more effectively reach a dispersed workforce
* Craft executive communications that build a culture of trust and transparency
* Engage employees of all ages and backgrounds by adopting a “culture add” mentality
* Turn our intranet and digital signage into engaging and valuable employee destinations

This is a chance for us to learn from organizations leading the way in internal communications and organizational culture—organizations like Salesforce, REI, Pandora, Goodwill Industries and more.

I also believe the three pre-conference workshops will prove invaluable. They’ll show us how to adapt our communications in times of change, use video storytelling and audit our internal strategies.

I’ll come back with practical takeaways we can implement immediately. By going to this conference, I’ll get the insights we need to boost engagement and productivity, attract new talent and create a culture that supports our organization’s mission.

[Your name]