Dear [supervisor’s name],

We’ve both seen the headlines—every day a new organization is faced with a massive crisis, security breach or scandal—and we could be next.

To protect our organization from financial and reputational damage, we need to plan proactively for potential crises, so we can respond quickly and effectively.

Ragan Communications’ **Crisis Communications Conference** will show us how top organizations have weathered major crises, regained public trust and avoided making the same mistakes twice.

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

* Identify vulnerabilities and weaknesses before they result in a crisis
* Quickly craft clear, concise messaging to keep the public and press well-informed
* Train spokespeople to handle tough questions with confidence and ease
* Empower employees to be online ambassadors and combat misinformation
* Work with our legal team to minimize risks and avoid costly mistakes
* Rebuild our reputation after a crisis with authentic, transparent communication

This is a chance for us to learn from organizations who have seen and done it all—including Uber, FEMA, T-Mobile, LEVICK and more.

I also believe the three pre-conference workshops will prove invaluable. They’ll show us how to talk to journalists with confidence during crises, extinguish social media fires and create a fail-proof digital response plan.

In today’s world, crisis could be around any corner. By going to this conference, I’ll get the practical strategies we need to respond to any threat with ease—and protect our reputation and bottom line.

[Your name]