Dear [supervisor’s name],

I know how important it is for us to engage audiences even when working with limited resources. I recently came across an event filled with smart ideas on how to do just that.

Ragan Communications’ **Do-It-All Communicator Conference** features practical and actionable tactics that reflect changing trends in the communications industry.

I’ll get in-depth training at the conference on how to:

* Shoot compelling corporate videos using only a smartphone
* Audit our communications to discover weaknesses and strengths in our strategies
* Tap into employees’ knowledge and experience to tell powerful stories that represent our brand
* Find the right channels to keep stakeholders informed during crises
* Use creative PR tactics to get more media coverage without spending a fortune
* Build a brand journalism model that allows us to produce more content in less time

This is a chance for us to learn from experts how to reach both internal and external stakeholders with compelling content while saving time and money. I’ll come back with plenty of actionable, practical takeaways we can start implementing right away.

I also believe the daylong pre-conference workshop will prove invaluable. I’ll learn how to transform our content with the latest storytelling techniques, social media practices and video tactics.

The lines between internal and external communications are blurring quickly, and it’s never been more important to do more with less. By going to this conference, I’ll be able to adopt the latest best practices to achieve communications success on a budget.

[Your name]