Dear [supervisor’s name],

Our leaders and executives are the face of our organization—for better or worse.

In a climate marked by high-profile scandals and ruined reputations, we can’t afford not to be strategic in the way our executives talk to audiences.

Ragan Communications’ **2018 Leadership and Executive Communications Conference** will show us how to gain the trust of any audience, establish our organization as an industry leader and continue to drive business goals forward.

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

* Understand the issues that affect our industry and prepare executives to take a stand
* Work efficiently with executives to ensure timely, frequent communications
* Maximize the impact of speeches and addresses using social media, videos and more
* Build a consistent and trustworthy brand for executives on online platforms
* Maintain strong relationships with reporters and get our executives in the headlines
* Earn the engagement of employees and customers by using authentic, emotionally compelling language

This is a chance for us to learn from organizations and professionals with a keen understanding of modern executive communications—like Edelman, Microsoft, Assurance and more.

I also believe the three pre-conference workshops will prove invaluable. They’ll show us how to put on engaging TED-style talks, write content in a compelling voice and prepare for potential crises.

Trust and reputation are our most valuable currency today. By going to this conference, I’ll get the skills and strategies we need to ensure our executive team is able to keep the confidence of our many audiences.

[Your name]