Dear [supervisor’s name],

In 2018, effective communication needs hard numbers and metrics to back it up.

To ensure we’re reaching the right audiences, delivering significant ROI and justifying our budget, we must have a strong understanding of big data and measurement principles.

Ragan Communications’ **Measurement for Communicators Conference** will show us how to use data to continuously improve our communications efforts without being overwhelmed by all the numbers.

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

* Find out which numbers reflect true engagement—and ditch vanity metrics
* Turn messy data into concise, easy-to-understand dashboards
* Calculate the ROI of different social media activities and allocate our budget more wisely
* Use big data to encourage creative, innovative thinking throughout our organization
* Better understand media trends and improve our press coverage
* Be more strategic in our livestreaming efforts

This is a chance for us to learn from practitioners who have found the secret to measurement success—including experts from LinkedIn, KPMG, Humana, Bloomberg LP and more.

I’ll come back with plenty of actionable, practical takeaways we can start implementing right away.

I also believe the three pre-conference workshops, which will show us how to audit our communications and find the KPIs that matter to our business, will prove invaluable.

The communications world is increasingly driven by data. By going to this conference, I’ll get the insights we need to implement a strong measurement plan, get more reach out of content and ultimately boost the bottom line.

[Your name]