Dear [supervisor’s name],

The communications world changes every year, and organizations that don’t keep up with current trends risk losing their audience.

To remain competitive, we have to learn and implement new best practices that top organizations are already using.

Ragan Communications’ **Employee Communications, PR and Social Media Summit at Microsoft** has been providing communicators with those tools and tactics for ten years—and this year’s event will prove invaluable for our department.

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

* Use a newsroom model to create more compelling content while saving time and money
* Build a crisis preparation plan that protects our organization’s reputation from damage
* Improve our social media strategy by harnessing the power of employee stories
* Work with influencers to better capture the attention of online audiences and reporters
* Build a more inclusive corporate culture that helps us improve diversity in our organization
* Develop a mobile communications strategy that helps us reach dispersed employees

This is a chance for us to learn from innovative communicators at organizations like Microsoft, Whirlpool, Google, LinkedIn and more.

I also believe the three pre-conference workshops will provide valuable insights for our programs. They’ll show us how to write more creative content, improve our employee and executive communications and build a stronger content strategy.

Our communications challenges will only continue to grow in the coming years. By going to this conference, I’ll get the skills and strategies we need to amplify our key messages, keep our audiences engaged and ultimately drive business goals.

[Your name]