Dear [supervisor’s name],

Strong writing is one of the most effective tools we have to engage audiences, persuade stakeholders and win the loyalty of customers.

However, even seasoned writers need to constantly find innovative ideas and angles to keep their content compelling.

Ragan Communications’ **Writing for PR & Corporate Communications Conference** will show us how to stand out from competitors and grab the attention of readers with powerful, persuasive prose.

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

* Tell our corporate story in an emotionally powerful, bold way
* Make even complicated or boring topics interesting to audiences
* Eliminate unnecessary jargon that alienates readers
* Adopt editing techniques that will tighten our prose and keep the attention of distracted audiences
* Harness the power of user-generated content to save time and achieve our goals faster
* Build a brand journalism website that eliminates our dependency on news outlets

This is a chance for us to learn from organizations and professionals leading the way in creative, compelling writing—like The New York Times, McKinsey, Dell, Harvard Medical School and more.

Technology and trends may be changing every day, but great writing will always be essential for communicators. By going to this conference, I’ll refresh my skills and get new ideas to connect with our audience and drive our business goals forward.

[Your name]