Dear [supervisor’s name],

For our organization to thrive in today’s volatile business environment, we have to create a culture that encourages fearless innovation.

Our internal communications must empower employees to break the status quo and adapt to the changing needs of our business.

Ragan’s **Role of Internal Communications in Creating an Innovative Work Culture Conference** will give us the creative, unconventional strategies we need to succeed in 2019 and beyond.

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

* Run our internal communications department using the strategies of today’s biggest tech startups
* Tell stories that highlight the work of our organization and inspire employees to go above and beyond
* Work across departments to create low-cost multimedia campaigns that grab attention
* Give senior leaders a key role in our culture transformation efforts
* Use data analytics to view our employees as consumers and overhaul their work experiences
* Create a culture of learning and growth that encourages employees to expand their skills
* Align our strategic plan with the changing needs of the organization

This is a chance for us to learn from forward-thinking communicators at organizations such as Nationwide Insurance, YWCA, Crayola, Ochsner Health System, BASF and more.

I also believe the three pre-conference workshops will prove invaluable. They’ll show us how to adopt a “newsroom mentality” in our department, take advantage of the latest digital tools and use improvisation techniques to respond quickly to change.

In a business world marked by constant disruption, innovation is not optional—it’s essential. This conference will give us the new strategies and skills we need to craft the workplace of the future.

Thank you,

[Your name]