Dear [supervisor’s name],

It’s never been more challenging for us to get the media coverage we need to stand out from competitors and earn customer loyalty.

We need clever, innovative ways to get our stories told—and **Ragan’s PR & Media Relations Conference** can give us just that.

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

* Create strategies to reach multiple audiences with our stories
* Find intriguing story angles that reporters won’t be able to ignore
* Tactfully manage social media crises with messaging that protects our reputation
* Create videos that grab the attention of audiences on any platform
* Harness the power of brand journalism to stop relying on traditional media coverage
* Use values-driven communications to earn the trust and loyalty of stakeholders
* Tailor our content to diverse audiences while maintaining a consistent brand voice

This is a chance for us to learn from PR experts at Spotify, PayPal, ESPN, Kroger, IBM and more.

I also believe the three pre-conference workshops will prove invaluable. They’ll teach us how to create a video strategy that doesn’t cost a fortune, craft pitches that give reporters exactly what they want and use a newsroom model to improve our content creation efforts.

The world of PR and media relations gets harder to navigate every day. By attending this conference, I’ll get the strategies and tactics we need to keep our brand relevant, our reputation strong and our bottom line growing.

Thank you,

[Your name]