Dear [supervisor’s name],

Speeches can be a powerful tool to inspire action and change—but only if they capture the attention of audiences.

Crafting addresses that stand out in a world filled with distraction and noise can be challenging, but Ragan’s 2019 Speechwriters and Executive Communicators Conference can show us how to succeed.

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

* Work closely with executives to capture their authentic voice in speeches
* Use musical elements to enhance an audience’s comprehension of a message
* Find the right presentation software that achieves our goals without breaking the bank
* Negotiate with event organizers to ensure the best format for presentations
* Get more mileage out of our content by repackaging speeches for digital channels
* Use vivid analogies and examples to make dry or dull topics interesting
* Manage the flow of speechwriting and editing projects more efficiently

This is a chance for us to learn from top speechwriters for former president Barack Obama, Boeing, the Motion Picture Association, UPS, the Federal Aviation Administration and more.

I also believe the two pre-conference workshops will prove invaluable. They’ll give us hands-on training on how to write more captivating prose and coach speakers to shine on stage.

This conference has been providing speechwriters with inspiration and practical advice for more than thirty years. By attending, I’ll be able to craft speeches that forge a powerful connection with audiences and drive organization goals.

Thank you,

[Your name]