Dear [supervisor’s name],

The communications world has become increasingly complex to navigate.

To remain competitive, we have to be willing to innovate, adapt and learn new approaches every day.

Ragan Communications’ **Employee Communications, PR and Social Media Summit at Microsoft** will feature experts staying two steps ahead of the latest trends and show us how to do the same.

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

* Gain buy-in from, and build partnerships with, the right internal stakeholders
* Build a crisis preparation plan that protects our organization’s reputation from damage
* Use Instagram, LinkedIn and Twitter to drive our marketing strategies
* Work with influencers to create content that supports our brand image
* 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

With three tracks of content, this conference will allow me to attend the sessions most relevant to the needs of our department and organization.

The pace of change in our industry will only continue to increase. By going to this conference, I’ll get the skills and strategies we need to remain relevant to our audience and drive business goals forward.

[Your name]