

Dear [insert name],

The IABC Southern Region connect18 Conference, happening Oct. 17–19, 2018 in Nashville, Tenn., USA, is a regional annual professional development event for the communication industry. It provides communication professionals with knowledge, case studies, innovations and practical insights covering a range of communication topics. It's also provides a chance to network with thought leaders and communication professionals from across the vast IABC Southern Region, which includes 13 U.S. states, the Caribbean and Latin America.

The program will include regional communication experts, with educational sessions on a wide range of topics, including:

Leadership & Culture

Communication Skills

Planning for Tomorrow

Employee Engagement

As part of my attendance, I commit to returning value to [insert name of your organization] as a result of its investment in my development in the following way[s]. [Choose one or more as appropriate.]

I will prepare a formal presentation to share what I've learned with my communication colleagues in my department/other areas of the organization when I return from the conference.

I will use social media while at the conference to share what I've learned with others.

I will attend [insert specific session title] to see what I can learn to apply to [insert specific issue/challenge facing your organization].

I will attend sessions on [insert topic area], which is a subject that has been identified in my professional development plan as an area for me to work on.

I will network with other attendees at the connect18 Conference and share information about our company and/or its products/services.

From the options offered, I qualify for the registration rate of [insert rate selected] for the connect18 Conference. The event is being held at the Hilton Garden Inn – Nashville Vanderbilt, and I was able to secure a rate of [insert rate] at the official conference hotel. I would like to request a budget of [insert requested budget] to cover the total cost of my attendance.

I believe my attendance at the IABC Southern Region connect18 Conference will provide an immediate return on investment when I'm able to put into practice what I've learned from the best in my profession and networked with my regional peers. Thank you for your consideration.

Regards,

[your name]