

Dear [insert name],

The IABC Southern/Pacific Plains Regional *connect2comms* Conference, happening Oct. 16–18, 2019 in Kansas City, Missouri, 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 throughout the vast IABC Southern and Pacific Plains Regions, which includes 39 chapters across the U.S. and Caribbean.

The program will include regional, national and international communication experts, with educational sessions on a wide range of topics, including but not limited to: Leadership, Culture, Content Strategy, Communication Skills, Reputation Management, Innovation and 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 *connect2comms* 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 *connect2comms* Conference. The event is being held at the Crowne Plaza Kansas City Downtown, and I was able to secure a rate of \$174/night 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/Pacific Plains Regional *connect2comms* 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]