Dear [Supervisor’s name],

Today, culture is everything in attracting and retaining top talent.

Our people want a workplace where they can be themselves—and understand how their particular talents, personalities and efforts directly benefit our organization.

Ragan Communications’ **The Role of Communications in Creating Great Places to Work Conference** takes place at Zappos headquarters, where I’ll learn innovative strategies for using communications channels and programs to engage our employees and help them buy into our organization’s mission.

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

* Ensure our communications create a bond between employees and our organization
* Use video and visual storytelling to drive home our organization’s mission
* Craft internal messaging in a way that resonates with people of all ages and backgrounds
* Craft authentic communication by listening to what employees have to say
* Put staffers in the driver’s seat of our philanthropic efforts to boost engagement and attract and retain top talent

I’ll hear from experts at Facebook, Google, Zappos, Microsoft and more—all having earned recognition in top employer lists, including Fortune’s 100 Best Companies to Work for and Forbes’ America’s Best Employers.

Ragan is also offering three pre-conference workshops that I know will provide valuable insights. I’ll learn how to create an effective manager communications program, measure the success of our internal communications and design a more powerful communications strategy.

Creating a culture that employees love is about more than quirky perks and after-hours drinks; it’s about cultivating genuine and enduring staff engagement.

I’ll learn from industry experts and peers how to attract and retain the best industry talent by fostering a culture where employees feel a strong connection to our mission, and how we can implement these strategies immediately at our organization.

[Your name]