Dear [supervisor’s name],

Our employees are our most valuable asset—and a modern intranet is crucial to keeping them informed, engaged and satisfied with their jobs.

For our intranet to function as a powerful communications tool, we must adopt the latest features and engagement strategies.

Ragan’s **Intranet Best Practices Conference** will feature experts who have successfully transformed their employee portals into hubs for productivity and collaboration.

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

* Create a benchmarking strategy to assess the current state of our intranet
* Write memorable content that grabs the attention of employees
* Use personalization to increase engagement and adoption
* Integrate our intranet redesign efforts with other employee communications programs
* Connect dispersed employees with mobile content that inspires pride in our organization
* Help employees understand the purpose of an updated intranet
* Make our intranet a crucial component of our organization’s digital workplace

This is a chance for us to learn from experienced communicators at organizations such as Tapestry, Alaska Airlines, GoDaddy, Domino’s and more.

I also believe the three pre-conference workshops will prove invaluable. They’ll show us how to build a strong intranet strategy on a budget, use data to improve employee engagement and turn our intranet into a culture-building tool.

An outstanding intranet can pave the way for us to achieve organization goals and improve our bottom line. This conference will give us the skills we need to build a thriving employee portal that gets results.

[Your name]