Dear [supervisor’s name],

Measurement is one of the most essential skills for communicators in 2019.

To ensure we’re reaching the right audiences, delivering significant ROI and justifying our budget, we must have a strong understanding of data and analytics.

Ragan Communications’ **Measurement for Communicators Academy** is a hands-on learning experience that will give me the skills I need to use data to continuously improve our communications efforts.

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

* Use data to establish the trust and confidence of internal and external audiences
* Assess and improve our social media, PR and internal comms efforts
* Calculate the ROI of different social media activities and allocate our budget more wisely
* Ditch vanity metrics and find the key performance indicators that matter to senior leaders

This is a chance for us to learn from practitioners who have found the secret to measurement success—including experts from Edward Jones, AARP, Ragan Consulting Group and more.

Day One of this event will help me refresh my fundamental skills, and Day Two will dive into advanced tactics that will set us apart as measurement experts. I believe we’ll get the most value if I attend both days.

The communications world is increasingly driven by data. By going to this conference, I’ll get the skills we need for our team to stay relevant to senior leaders, employees and our customer base.

[Your name]