Dear [supervisor’s name],

For our bottom line to thrive, our workforce has to thrive also—and that’s why internal communications is crucial to our business.

Keeping employees engaged and inspired is more challenging than ever, but top organizations like Facebook have cracked the code.

Ragan Communications’ **Internal Communications & Employee Engagement Summit at Facebook** will help us learn their successful strategies and techniques.

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

* Help employees collaborate effectively to solve problems and innovate
* Ensure executive messages reach even dispersed and mobile employees
* Turn employees into passionate, authentic brand ambassadors on social media
* Prepare for and protect our reputation against potential crises
* Give front-line managers the tools they need to effectively reach employees
* Build a diverse and inclusive workplace that welcomes all employees and ideas

This is a chance for us to learn from organizations leading the way in culture and engagement—and for us to understand how this ties to business results.

With the latest best practices, tools and trends under our belt, we’ll be able to build a workplace that inspires employees to go above and beyond for our organization every day.

[Your name]