Dear [supervisor’s name],

To engage our employees, entice journalists and win customer loyalty, we must grab the attention of those audiences—but how?

Two words: compelling content.

Today, creating outstanding content takes superior storytelling skills and a strategic mindset.

Ragan Communications’ **Brand Storytelling and Content Marketing Conference at Disneyland** will feature experts sharing the strategies we need to create content that drives loyalty and revenue.

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

* Gain a deeper understanding of how our audience thinks and what content they want
* Work with subject matter experts within our organization to tell compelling stories
* Find unique story angles that make even dull or dry topics interesting
* Use data analytics to ensure our content is reaching the right audiences
* Build a consistent and compelling brand voice
* Improve our PR efforts by using visual content more effectively in our stories and pitches

This is a chance for us to learn from brilliant storytellers at organizations like Disney Parks, North Face, Microsoft, PayPal, Ben & Jerry’s and more.

Great content is a must-have for any organization trying to succeed in 2019 and beyond. By going to this conference, I’ll get the creative storytelling tactics and thoughtful content strategies we need to keep all our audiences engaged.

[Your name]