Dear [supervisor’s name],

In the digital world, top executives are the face of any organization—for better or worse.

It’s our job as communicators to ensure that our leaders are making authentic connections with audiences and building our brand reputation.

Ragan Communications’ **2019 Leadership and Executive Communications Conference** will show us how to gain the trust of any audience, establish our organization as an industry leader, and drive our business goals forward.

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

* Become a trusted advisor to executives in all their interactions with stakeholders
* Use organization events as a valuable platform for executive messages
* Align our leadership communications strategy with our CSR and sustainability goals
* Take a strategic approach to creating multimedia content for executives
* Put leaders at the center of culture-building initiatives that strengthen our workplace
* Prepare for and respond tactfully and transparently to cyberattacks
* Create an engaging executive brand on social media platforms and establish thought leadership in our industry

This is a chance for us to learn from organizations and professionals with a keen understanding of modern executive communications—like Facebook, Marriott International, Brunswick Group, LinkedIn, Goldman Sachs, Walmart, Intel, American Cancer Society and more.

I also believe the three pre-conference workshops will prove invaluable. They’ll show us how to use photos and videos to convey a leader’s authentic personality, create a LinkedIn presence that builds our brand reputation, and prepare executives to be heard in Washington, D.C.

Today’s leaders cannot shun the spotlight any longer. By going to this conference, I’ll get the skills and strategies we need to help them engage with any audience and earn the trust and loyalty of our stakeholders.

[Your name]