Dear [SUPERVISOR NAME],

Registration is now open for Ragan and PR Daily’s Social Media Conference, and I am interested in attending on behalf of [ORGANIZATION]. I would like to get your approval to attend this event in Lake Buena Vista, Florida, from March 27 to March 29.

This conference is the leading event for PR, Marketing and Communications professionals, and while I’m there I will hear from and network with social media leads from major brands and organizations. Topics will include how to drive clicks and improve social strategy ROI; tactics for leading and being part of inclusive, timely campaigns across your social media channels; and best practices for implementing the most dynamic, future-forward tools and strategies to engage audiences in new ways.

I am looking forward to having the opportunity to apply what I learn to projects I am currently working on, such as [PROJECT NAME]. Below is a list of the sessions I believe will be the most impactful to the organization and strengthen my professional development.

Session 1:

Session 2:

Session 3:

I believe that attending this event will allow me to grow as a professional, develop my skill set, gain new perspectives, and explore my professional interests. More specifically, here are three goals I am looking to accomplish by attending the Social Media Conference:

Goal 1:

Goal 2:

Goal 3:

For your convenience, I have included a breakdown of how much it will cost for me to attend.

**Registration Fee:**

**Airfare/Travel:**

**Hotel:**

**Additional Expenses:**

**Early Bird Discounts/Promotions:**

**What’s Included with Registration:**conference sessions, breakfast, lunch, and snack breaks.

**Approximate Total:**

To ensure this experience benefits my entire team, I am willing to give a brief presentation after attending to share what I have learned. I can also create an action plan that incorporates the tools, resources, and strategies I discover so my team can start using them right away.

To learn more about Ragan and PR Daily’s Social Media Conference [click here](https://www.ragan.com/store/social-media-conference).

Thank you for taking the time to review this request, and I look forward to speaking with you about this opportunity. Please feel free to reach out to me with any questions or concerns I can address.

Sincerely,

[YOUR NAME]