

Dear [insert name],

The IABC Southern Region *connect2comms* Conference, happening Oct. 19-21, 2022 in Greenville, South Carolina, USA, is an annual professional development event for the communication industry. It provides communication professionals with knowledge, case studies, innovations and practical insights covering a range of communication topics. It's also provides a chance to network with thought leaders and communication professionals from throughout the vast IABC Southern Region, which includes 23 chapters and more than 1,200 members across 13 U.S. states, the Caribbean and Latin America.

The program will include regional, national and international communication experts, with educational sessions on a wide range of topics, including but not limited to: Leadership, Culture, Content Strategy, Communication Skills, Reputation Management, Innovation and Employee/Stakeholder Engagement.

The Conference Committee is committed to the safety of attendees and will be doing everything possible to provide a positive conference experience while adding COVID-19 safety features that allow participation with ease. **All recommended U.S. CDC and South Carolina Public Health protocols and safety measures will be in place throughout the conference.**

As part of my attendance, I commit to returning value to [insert name of your organization] as a result of its investment in my development in the following way[s]. [Choose one or more as appropriate.]

- I will prepare a formal presentation to share what I've learned with my communication colleagues in my department/other areas of the organization when I return from the conference.
- I will use social media while at the conference to share what I've learned with others.
- I will attend [insert specific session title] to see what I can learn to apply to [insert specific issue/challenge facing your organization].
- I will attend sessions on [insert topic area], which is a subject that has been identified in my professional development plan as an area for me to work on.
- I will network with other attendees at the *connect2comms* Conference and share information about our company and/or its products/services.

From the options offered, I qualify for the registration rate of [insert rate selected] for the *connect2comms* Conference. The event is being held at The Embassy Suites Greenville Downtown Riverplace, and I was able to secure a rate of \$209 or \$229/night at the official conference hotel. I would like to request a budget of [insert requested budget] to cover the total cost of my attendance.

I believe my attendance at the IABC Southern Region *connect2comms* Conference will provide an immediate return on investment when I'm able to put into practice what I've learned from the best in my profession. Thank you for your consideration.

Regards,

[your name]