Dear < **Manager’s name** >,

I have been researching training opportunities that can help me add more value to **<company name>.** In doing so, I found an event where I can learn how to expand our corporate message reach by leveraging our employees and other corporate stakeholders.

I would like to attend **AMPlify: The Employee Advocacy & Engagement Conference** in Boston, MA. The conference runs June 12th-13th, 2018 and is the first and only of its kind in terms of employee and stakeholder marketing engagement.

Here are a few reasons I think it would be beneficial for me and for our company:

1. Networking opportunities with other companies that face the same marketing challenges we do.
2. Learn new ways to utilize social media for an employee advocacy program.
3. Access to case studies and success stories around employee advocacy, employee social engagement and social selling programs.
4. Spending time with speakers and attendees at networking events, lunches and breaks, for mini-brainstorming sessions and even simply to make new connections.

The key speakers include thought leaders from companies like: **Booz Allen Hamilton, IBM, Thomson Reuters** and more.

This opportunity can help me improve my skillset and bring actionable insights back to **<company name>.**

< **Your name** >