**SAMPLE LETTER TO BOSS**

**Why attend the International Place Branding Event Liverpool 2018**

[DATE]

Dear [Supervisor’s name],

I would like your approval to attend the **International Place Branding Event Liverpool 2018** on **May 31-June1** in Liverpool, UK. This Ted-style conference will gather 150-200 city and urban managers, tourism professionals, FDI professionals, academics, and place marketing experts from around Europe to discuss the challenging question of what makes a place brand or destination successful.

Twelve high-profile speakers from cities such as Amsterdam, Barcelona, Stockholm, Hamburg, London and Liverpool and will be debating the proposition **“Place Branding? It’s not about the logo”** while presenting their individual perspectives about what works and doesn't work in making a city, place or destination worthy of notice.

The event will focus on identifying the essential elements that contribute to how cities, regions and destinations build tourism, promote business development, ensure sound urban planning, and foster the unification of the various discordant stakeholders that contribute to making a city or destination notable. The speakers will present key points of wisdom and we, in the audience, will have a chance to ask questions and gain meaningful insights. There will also be an opportunity to network and learn from key city stakeholders from across Europe and around the world.

The sessions will be moderated by BBC journalist Maddy Savage and will include a presentation from award-winning BBC journalist Ritula Shah, about national identity. I expect this will be a very informative and insightful series of presentations with many takeaways we can apply here in [INSERT NAME OF YOUR CITY OR ORGANISATION].

In addition, I expect to:

* Develop connections that can help us advance our work
* Learn how several European cities managed to turn around their images and become leading destinations
* Find out what lies behind the typical barriers to cooperation in city development and how to overcome them
* Learn about the types of activities beyond advertising that contribute to a brand image and how to better allocate budgets for activities that matter
* Bring home a number of new ideas to share with our team

The event website with more information is here: [bit.ly/placebrandingliverpool](http://bit.ly/placebrandingliverpool)

The event is CDP accredited by the Institute of Place Management (<http://www.placemanagement.org/events/place-branding-its-not-about-the-logo/>)

In addition, there is a discounted group rate available so other members of our team could attend with me. Please let me know if you’d like more information about this event, and if I have your approval to register.

Warm regards,

[YOUR NAME]