< **Date** >

Dear < **Supervisor’s name** >,

I’ve been looking for training opportunities to that will help me tell constituents about our agency’s programs, boost our social media, build our brand, engage hunters and anglers, and improve our website.

The Association for Conservation Information (ACI) is putting on its **Annual Conference for communicators at Brown County State Park in Indiana** on July 9-13, 2017.

The theme for this year’s conference is Storytelling, and it will benefit my job in several ways. At this conference, I’ll learn:

* New ideas for our agency’s social media pages.
* How to use storytelling through the written word, photos and videos to influence how people think and feel about our agency.
* How to improve readability on our agency’s website.
* How other agencies use their social media, videography and magazine to tell their stories.

The key speakers include thought leaders from companies like **Recreational Boating and Fishing Foundation, National Shooting Sports Foundation, Ball State, Butler University** and more.

I’ve spoken with several communicators from other states who have attended a previous ACI conference, and they tell me they’ve gained valuable information and contacts through this organization.

This conference would allow me to discover the most successful social media techniques for increasing our visibility, learn better techniques for telling our story to the public, and networking with others in similar jobs.

I am hereby requesting your approval to attend the ACI Conference in Indiana this year.

Sincerely,

< **Your name** >