< **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 in Springfield, Missouri** on July 29 – Aug. 2, 2018.

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

* New ideas for our agency’s use of video, including shooting with drones;
* How to use our magazine to reach a younger, more diverse audience;
* The benefits of mobile apps and how to get the public involved in improving our website;
* How other agencies are successfully using marketing to help accomplish their mission.

The key speakers include leaders from places like the **Recreational Boating and Fishing Foundation, Missouri Department of Conservation,** a former assistant director of the **U.S. Fish and Wildlife Service** 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. ACI is even offering a limited number of scholarships to help significantly reduce travel costs.

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 Missouri this year.

Sincerely,

< **Your name** >