Dear SUPERVISOR’S NAME,

I'm writing to request your approval for me to attend the IABC World Conference 2024 in Chicago (23-26 June). This event is a leading, in-person gathering designed for communication professionals to connect with peers from around the globe, hear from industry experts during exceptional sessions, and leave this powerful event with industry-specific, actionable knowledge. The conference is reasonably priced is expected to have approximately 800 attendees.

This year’s theme, *Communication Can Deepen*, highlights the ability of communication to forge tangible results, evoke change, manifest possibilities, create discovery and so much more. Attendees can expect curated, dialogue-focused learning experiences that focus heavily on peer-to-peer interaction. All sessions align with the [IABC Career Paths](https://www.iabc.com/Career/Career-Centre/IABC-Career-Roadmap) to aid communication professionals at any stage of their careers.

With your approval, I will be able to:

**Connect:** This in-person conference will bring hundreds of professionals from around the world to share their knowledge, plan for the future and innovate in a collaborative atmosphere. I will expand our company’s professional network and have the opportunity to share what we are doing with others.

**Learn:** There will be more than 30 learning and professional development sessions delivered by experts from all over the world. Sessions fall into three tracks: Communication Trends, Functional Communications, and Growing Your Career, and will be delivered in ways that promote conversation and interaction, like **expert debates**, **dialogue dens**, **interactive workshops**, and **panel discussions**. Topics covered include storytelling, social media best practices, crisis management, SEO and data management, and more.

**Grow:** With Spotlight Sessions and Masterclasses from communication leaders at United Airlines, Mayo Clinic Communications, McMaster University and DePaul University, this conference will be an opportunity for real growth.

In these times, I know added costs require thoughtful consideration. The price for me to attend is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ if we purchase a ticket by 15 April. I have reviewed the program in detail and know this is the right conference for me and our company.

I hope that you’ll consider making this investment in my professional development which will in turn advance our company using the learnings that I receive.

Best regards,

\_ SENDER’S NAME\_