Dear <Insert your Supervisor’s Name>,

I would like approval to attend the **2020 People in Healthcare Summit** in Atlanta, GA from September 21-22, 2020. By attending this program, I will receive 1 SHRM and 1 HRCI credit per hour of educational content. For example, if I attend both days, I would receive approximately 12 recertification credits.

The theme for 2020 is, "Improving Optimizing Workforce Management to Navigate Change and the Looming Talent Shortage." *HRO Today* events are not trade shows with huge exhibit floors and after parties. The **2020 People in Healthcare Summit** is full of practitioner led case studies by CHROs, nurses, and HR/talent management executives sharing strategies and tactics to improve patient outcomes through better hiring and employee engagement and development. The event will be attended by 100 - 150 talent management and medical professionals learning the latest and most effective ways to source talent online. The smaller size promotes discussion and learning between attendees.

Past Attendees include CHROs, Vice Presidents, Directors, Managers and Specialists tasked with:

* Talent Acquisition / Recruiting / Sourcing
* Human Resources / Talent Management / L&D
* Nursing / Medical
* Employer Branding /Communications / Marketing
* Diversity & Inclusion

The 2020 program has presentations on the following subjects:

* From Cultural Competency to Health Equity - The Transformative Role of Inclusive Leadership and the Pursuit of Health Equity
* What Makes Your Staff STAY in an Ever Changing Work Environment?
* Candidates are Recruiters! - Creating a Candidate Experience that Decreases Turnover
* The Houston Methodist Story of Engagement, Culture and Innovation
* The Healthcare Talent Shortage - Fact or Fiction? Challenge or Opportunity?
* Using Common Courtesy, Caring and Kindness to Enhance Retention and Patient Experience
* Considering a Managed Services Program for Contingent Workforce Needs
* The Annual Review is Dead – Transforming Performance Management
* Acquiring and Developing a Diverse Pipeline of Top Talent
* 6 Pillars of Physician Engagement - The Everett Clinic Story
* Optimizing Recruitment - How Data Driven Decisions Improve Talent Acquisition

You can download the agenda [here](https://www.hrotoday.com/wp-content/uploads/2020/02/2020-PHC.pdf) for complete session descriptions.

I plan to attend all sessions but think the sessions focused on <XXX> directly relate to the current challenges our organization is facing. I am seeking approval for the registration and travel expenditures.

If I register now, I’ll receive a discounted rate. Here is a complete breakdown of the costs:

Conference Pass: $<XXX>

Airfare: $<XXX>

Hotel: $269 /night @ <XXX> nights

Transportation: $<XXX>

Meals: $<XXX> (my pass includes 2 breakfasts, 2 lunches as well as refreshments throughout each day)

Total Cost: $<XXX>

Complete information about the **2020 People in Healthcare Summit** is available at [hrotoday.com/healthcare/](http://hrotoday.com/healthcare/). Please consider my request as I believe the event is a good investment for our organization.

Sincerely,

<Insert your name>