Dear <Insert your Supervisor’s Name>,

I would like approval to attend the **Employee Retention Strategies & Technology Showcase** in Atlanta from April 27-28, 2022. The conference will discuss how organizations have adapted their rewards, employee engagement and communication strategies to meet the needs and demands of the hybrid and ever-changing workforce. Join our expert faculty as they discuss why the core drivers of employee retention have radically shifted and how to rethink corporate culture to create a sense of belonging for employees across different locations, generations and cultural backgrounds. By attending this program, I will receive 1 SHRM and 1 HRCI credit per hour of educational content. I will receive approximately 12 recertification credits.

HRO Today educational events are not trade shows with huge exhibit floors and after parties. The **Employee Retention Strategies & Technology Showcase** will have 80-100 HR and talent management professionals trying to find solutions to existing business issues. The smaller size promotes discussion and learning between attendees and solution providers. A networking app will be provided to match attendees based on learning or solution needs. The event will demo several technologies and explore strategies that do not require the use of additional technology so organizations can choose the path that works best for them.   
  
Past Attendees include C-level, Vice Presidents, Directors, and Managers of:

* Human Resources
* Rewards/Recognition
* Employee Engagement/Experience
* Employee Relations
* Talent Management
* Diversity & Inclusion
* Workplace Culture
* Organization/Employee Development
* Wellness/Wellbeing

The program has presentations on the following subjects:

* Strengthening Culture by Rebuilding Connections
* Inspire and Connect Your Workforce by Reimagining Reward and Recognition
* Creating a Strong Health and Wellness Culture
* Engaging Top Talent Through Meaningful Work Experiences
* How Mental Health has Moved to the Front of Employee Needs & How to Adapt
* Managing Hybrid Remote Teams to Create Inclusivity, Equality & Drive Results
* Developing Leaders During a Pandemic and How to Reconnect
* Aligning recruitment with organizational culture
* How Survey Feedback Informs Program Development

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.

HRO Today is taking the necessary precautions to make certain federal, state, and local COVID-19 safety guidelines are followed for all their events and conferences. Vaccinations are required to attend. Social distancing and sanitization guidelines will be strictly enforced to ensure the safety of attendees, speakers, and staff. You can learn more about HRO Today’s COVID-19 event safety plan on their [website](https://www.hrotoday.com/covid-19-precautions/).

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

Conference Pass: $<XXX> Airfare: $<XXX>

Hotel: $<XXX>/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 **Employee Retention Strategies & Technology Showcase** is available [online](https://www.hrotoday.com/events/engagement-retention-summit/). Please consider my request as I believe the event is a good investment for our organization.

Sincerely,

<Insert your name>