**[Manager],**

**I’m writing to ask for approval to attend the Granicus (formerly GovDelivery) [2017 Public Sector Communications Conference](https://uk.granicus.com/ukcomm17/) on 26 September 2017, 9am – 5pm, at RIBA Venues in London. This is a free annual event and the biggest conference for public sector communicators in the UK.**

This free learning event is a great opportunity for me to:

* Network and collaborate with other public sector communicators, digital engagement strategists, and business transformation leaders.
* Learn best practices from public sector organisations, including: Essex County Council, HM Revenue & Customs, Met Office, and Royal Berkshire Fire and Rescue Service (and others).
* Hear from a range of digital and comms leaders including experts from comms2point0, the Centre of Excellence for Information Sharing, the LGA, the Information Commissioner’s Office, Council Advertising Network and Granicus.

The sessions at this conference will allow me to:

* Strengthen my understanding of how to develop digital strategies to impact campaign outcomes for the benefit of more citizens.
* Learn how the introduction of the General Data Protection Regulation (GDPR) next year will affect our organisation’s practices – and what we need to be doing now to prepare.
* Assess opportunities for [YOUR ORGANISATION] to enhance its communication and citizen engagement strategies.
* Learn how other public sector organisations are saving money and generating income with good comms.
* Find out best practices for emergency and crisis communications.
* Bring back new creative ideas for our team (and a range of digital comms guides and other handy literature).

Attending the conference will help me gain new knowledge and network with others facing similar challenges to us, which will enable me to deliver better results on **[X]** project.

I’ve broken down the approximate cost of my attendance at the conference:

* **Event attendance:** FREE!
* **Transport:** [XXXX]
* **Hotel:** [IF APPLICABLE]
* **Total:** [AMOUNT]

I would be happy to schedule a post-conference meeting with you and the team to summarise the major takeaways and lessons I learned to help us improve our digital communications.

You can review the full event agenda at [**uk.granicus.com/ukcomm17**](https://uk.granicus.com/ukcomm17/)

Thank you for taking the time to consider this request. I’m looking forward to hearing from you.

[YOUR NAME]