**Subject:** Request to Attend CultureCon 2025 (August 5–7, Madison, WI)

Dear [Your Manager’s Name],

### I’d like to request approval to attend [CultureCon 2025](https://www.cultureconusa.org/culturecon25), taking place August 3–5 in Madison, Wisconsin. The conference is nationally recognized for its focus on workplace culture and offers hands-on strategies to drive productivity by strengthening team engagement. Here is a collection of past [attendee testimonials](https://www.cultureconusa.org/testimonials).

### **Why CultureCon 2025 Is a Strategic Opportunity for Us:**

**Advance Our People Strategy & Leadership Capacity:**CultureCon features a carefully curated agenda of best-in-class organizational culture practitioners across industries who are transforming the future of work. Sessions will focus on culture-driven leadership, employee experience, innovation, psychological safety and change management. These are key areas tied to our current initiatives like [insert specific project/initiative here].

**Build High-Impact Connections:**Attendees include culture champions from companies like Zappos, Atlassian, Strava, Reebok, LinkedIn and Hallmark. Networking at CultureCon offers a direct line to talent, people ops and team leaders who are reimagining how work gets done. The opportunity to exchange ideas and build peer relationships can support both benchmarking and collaboration for our team.

**Elevate Our Employer Brand:**Being present at CultureCon demonstrates our investment in a thriving workplace culture and our commitment to staying at the forefront of people-first innovation. It’s a chance to showcase our leadership in building an intentional culture, something increasingly vital to recruitment, reputation and results.

**Certificate of Organizational Culture Leadership:**As an added benefit, all attendees receive a free Certificate of Organizational Culture Leadership (a $599 value). It’s an opportunity for me personally to gain formal recognition and certification for advancing engaging, high-performing workplaces and to immediately apply those insights within our organization.

### **Sessions That Will Strengthen My Development:**

### **Targeted Connections I Plan to Make:**

### **Estimated Costs:**

* Airfare: [Insert cost]
* Hotel: [Insert cost]
* Registration Fee: [Insert cost]
* Meals/Transportation: Select meals are included with the conference ticket

### **ROI & Value to the Organization:**

The knowledge, strategies and relationships I’ll gain at CultureCon 2025 will provide significant ROI and inform how we approach engagement, development and belonging across our organization. I’d welcome the opportunity to discuss this in more detail and appreciate your consideration.

Sincerely,

[Your Name]