Dear [insert Manager’s name here]

The contentgroup Content Communication Masterclasses will be taking place on the over a series of dates in October, November and December. Each masterclass offers an opportunity to:

* Build organisational capability and upskill in innovative communication

## Access tools and techniques to adopt a user-focused, story driven approach to effectively communicate and engage with audiences, stakeholders and the wider community

## See best practice Methodology in action, combining principles of project management and strategic communication

## Apply the Methodology to your own communication strategy and receive individual guidance on your unique audience challenges

## Link your communication content and business objectives using templates and tools to enable the creation of engaging, effective, user-centred content

## Network and connect with other leading government and public sector communication professionals

contentgroup Founder and CEO, David Pembroke will be facilitating the masterclasses.

I am requesting your approval to attend, as I believe it is a worthwhile investment that will ensure our department’s communication skills and expertise remain current and relevant.

The training is capped at 15 participants and provides an excellent opportunity to receive personal attention**.** It will also bring me face-to-face with contentgroup communication experts and fellow industry executives to hear first-hand about innovative communication strategies, via discussions and networking.

The cost to attend a full day Masterclass is $770. It is a fully catered event which includes morning tea, lunch and afternoon tea.

I propose a post event catch up to discuss significant takeaways and recommended actions to maximize our investment in the Masterclass. The Masterclass workbook and presentation slides available to attendees, will be an invaluable asset to the entire team.

Thank you for considering this request. I look forward to your reply.

Kind Regards,