

Employer Request

Dear [REDACTED],

As you may be aware, I am a member of Greater Richmond's Association for Talent Development (ATD).

We have partnered with the International Coaching Federation (ICF) Virginia and together, we are excited to announce our first regional conference, the Mid-Atlantic Talent Development Practitioners Conference (TDPC), on December 1, 2018.

Please [peruse the website](#) as you consider supporting this endeavor or to learn more.

I believe there are five major benefits of attending:

1. **Find Real Solutions to Our Top Challenges.** I will learn what's going on in the industry, find out what strategies my peers are implementing, and discover how they are tackling similar issues we are facing. In short, I'll learn new strategies and solutions to solve some of our biggest challenges.
2. **Meet and Learn from Local Trendsetters.** TDPC speakers, attendees, and vendors are at the forefront of the industry; they are the game changers. This is a great opportunity to find out how they stay ahead of the curve. We can apply those practices to [insert your organization name].
3. **Networking.** I'll make new connections with peers and find out how they are managing common challenges. Additionally, I will meet potential partners, vendors, and new employees who could help us with [insert current issue you are dealing with].
4. **Stay Relevant.** In order to stay relevant in our profession, we have to know the latest trends and how to implement them in our organization.
5. **Inspire Our Team.** I'll take what I learn from TDPC and share it with the team. It's not just about my personal development. By successfully using what I learn at TDPC, I'll help us improve [insert organization's name] bottom line!

TDPC is integral to my, and my colleagues, professional development. I hope you will consider my request to grant us approval to attend.

Thank you for your consideration.

Sincerely,



[Mid-Atlantic Talent Development Conference](#)

Marketing Email Response

Hi [REDACTED]

Thanks for reaching out about the [REDACTED]. Although we may not be able to partner with you at this time, I do have an opportunity you may be interested in.

Greater Richmond's Association for Talent Development (ATD) has partnered with the International Coaching Federation (ICF) Virginia to present the Mid-Atlantic Talent Development Practitioners Conference (TDPC), on December 1, 2018 in Richmond, Virginia.

I wanted to take this opportunity to invite you to participate in this community event.

To attend the conference: [Registration](#)

To obtain a facilitator RFP: [Speakers](#)

To support our community of practice: [Vendor and Sponsor Packet](#)

You may peruse our website to learn more about our keynotes and additional speakers as the site is updated.

Please don't hesitate to reach out to tdpc@richmondatd.org if you have additional questions about the conference or want to learn more about our chapter.



[Mid-Atlantic Talent Development Conference](#)

Networking contact email from a member

Hi [REDACTED]

I hope this message finds you well.

As you may be aware, I am a member of the Greater Richmond Chapter of the Association for Talent Development (ATD).

We are excited to announce our first regional conference, the Mid-Atlantic Talent Development Practitioners Conference (TDPC), on December 1, 2018 in Richmond, Virginia.

Since you are a part of my professional network, I wanted to take this opportunity to invite you to participate in this community event.

To attend the conference: [Registration](#)

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[To support our community of practice: Vendor and Sponsor Packet](#)

Please don't hesitate to reach out to tdpc@richmondatd.org if you have additional questions about the conference or want to learn more about our chapter or have a potential opportunity for us to partner.



[Mid-Atlantic Talent Development Conference](#)