**Agents of Change Summit – Attendance Request**

To:

From:

Re: 2025 Agents of Change Summit – Attendance Request

I’m requesting approval to attend the 2025 Agents of Change Summit in San Diego, CA, on February 24 & 25, 2025. More than 700 public health, technology, and behavior change leaders are convening to explore the latest innovations for health behavior change.

At the Summit, I’d be able to participate in curated keynote speeches, breakout sessions, and activities that will strengthen my behavior change toolbox. Here are some examples of what I will get out of the Summit:

* Learn evidence-based strategies that drive tangible behavior change in the government, nonprofit, and private sectors.
* Explore the most effective technologies and tools to help enhance behavior change programs and strategies.
* Network with industry-leading practitioners, scientists, and creatives in behavior change to learn their insights and forge new partnerships to enhance our programs.
* Practice implementing the strategies and technologies learned at the Summit to increase the impact of your behavior change programs.

I believe that the knowledge I gain at the Agents of Change Summit will help us with the following projects we’re currently working on:

* [Project 1]
* [Project 2]

The Summit showcases evidence-based behavior change practices in obesity prevention (nutrition and physical activity), substance abuse and misuse, sexual health, tobacco prevention and cessation, and more. Day One speakers are leaders and luminaries in their fields of public health. On Day Two, the Summit brings innovators from tech companies and campaign leaders to share how new technology and media contribute to behavior change.

The Summit is designed with built-in networking and discussion sessions, and I’m confident I will connect and collaborate with new allies. I’ll leave with evidence-based strategies proven to cause change and a framework for implementing them in our community. A past attendee said it was “**One of the best conferences I've attended in years in terms of takeaways and feeling inspired with new ideas.**”

After the Summit, I will put together a post-summit report and an executive summary that includes major takeaways, tips, and recommendations for our staff. These write-ups would be shareable pieces of internal content to help our team develop new, effective strategies.

**Here’s an approximate breakdown of the summit costs:**

Airfare: $ xxx Roundtrip to San Diego

Transportation (between airport and hotel): $ 0 Complimentary hotel shuttle

Hotel: (3 nights at $194 plus taxes) $ 582\* Limited gov’t rooms available

Breakfast, lunch, coffee, and snacks $ 0 Provided by the Summit

Dinners, snacks (3 nights at $74) $ 222 Dinner on own

Celebration + Networking Dinner (optional) $ 74 Optional networking dinner

Registration Fee: $ 650\* Rate increases Oct. 24

**Total: $ X,XXX**

Feel free to visit the Agents of Change Summit website if you’d like to learn more about the conference:

<https://agentsofchangesummit.com/>

Thanks for the opportunity to join these leaders and bring valuable insights back to our team.

Regards,

[Your name]