

Agents of Change Summit – Attendance Request

To:
From:
Re: 2020 Agents of Change Summit – Attendance Request

I'm writing to ask for approval to attend the 2020 Agents of Change Summit from February 10 - 11 in San Diego, CA. 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, interactive workshops, breakout sessions and activities that will strengthen my behavior change toolbox. Here are key things I will get out of the Summit:

- Learn evidence-based strategies that are driving tangible behavior change in the government, non-profit, 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.
- Practice how to implement the strategies and technologies learned at #AOCS20 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 is designed specifically to showcase evidence-based behavior change practices across, obesity prevention (nutrition & physical activity), substance abuse & misuse, sexual health, and tobacco prevention & cessation. Day One speakers are leaders and luminaries in their fields of public health. On Day Two, the Summit is bringing innovators from tech companies and campaign leaders to share how new technology and media contribute to behavior change. Here are some of the highlighted speakers announced so far: Tom Chapel (CDC), Dio Favanatas (Truth Initiative), Jeff French (Strategic Social Marketing), Jeff Jordan (Rescue Agency), Krsitin Carroll (Rescue Agency), among others.

The Summit is designed with networking and discussion sessions built in, 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 include major takeaways, tips, and recommendations to our staff. These write-ups would be a shareable piece of internal content to help our entire team develop.

Here's an approximate breakdown of the summit costs:

Airfare:	\$ xxx
Transportation (between airport and hotel):	\$ 0 Complimentary shuttle available
Hotel: (3 nights at \$239 plus taxes)	\$ 717* Limited gov't rates available
Breakfast, lunch, coffee and snacks	\$ 0 Provided
Registration Fee:	\$ 719* Rate increases Dec. 31
Total:	\$ X,XXX

Feel free to visit the Agents of Change Summit website if you'd like to learn more about the conference:
www.AgentsofChange.org

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

Regards,

[Your name]