

Hi [Name],

I'm requesting approval to attend Culture Amp's Culture First conference, June 12+13 at Pier 27 in San Francisco.

About Culture First

This conference is dedicated to people and culture leaders who are committed to putting culture at the forefront of their business objectives. It's about joining a global movement towards a better workplace - and I want to support this movement.

Speakers at this event include Lindsey McGregor, Co-author of the New York Times bestselling book *Primed To Perform*; Tatyana Mamut, Former Tech Executive at Amazon Web Services, Salesforce and IDEO; Christopher M. Good, Creative Director at One workplace; Beth Clutterbuck, VP and Global Head of People, Deliveroo.

A global movement
toward a better
workplace

Pier 27, San Francisco
June 12 + 13, 2018

From these speakers I'll learn how to:

- Create an environment in which high-performing teams excel
- Detect 5 types of culture risk that can negatively impact our organization
- Create a physical workspace that supports our unique culture
- Ensure that our employee experience and employer brand are connected

Why I should attend

I know that company culture matters and employee feedback powers the way we make decisions. However, putting this into practice is still new, for us and many other companies. The Culture First conference is a way for me to learn more about this movement in an interactive and collaborative way.

I know I'll leave with a deeper understanding of the power of employee feedback. In particular, I'll be learning about the impact of employee feedback on diversity and inclusion, culture as a competitive advantage, and new ways of working - like agile or remote teams.

If you approve my request to attend this conference, Culture Amp will provide **30%** discounts for any additional employees that attend. This allows our team to go to a variety of sessions and bring back a wealth of knowledge that will impact our people.

Hope to hear back soon!

[Your Name]