

## SOCIAL CONNECTIONS SUMMIT — REQUEST TEMPLATE

# A high-return investment

A template for requesting time and budget to attend

Hi **[Manager's name]**,

I'd like to request your support to attend the Social Connections Summit, a two-day virtual professional development program on **September 23-24, 2026**. I think the cost is small relative to the return, and wanted to walk you through the math.

### Why this is a low-cost, high-return ask

Professional development is one of the cheapest levers available for retention:

- Replacing an employee costs an estimated 40% to 200% of their annual salary, depending on the role, according to Gallup research
- 80% of employees say they would stay longer with an employer that invested in their training and development
- At **[\$47]**, this registration costs a fraction of what turnover in this role would cost the team

### Format

- Two days, fully virtual — **Sept 23 & 24, 10am-2pm CT**
- Live Q&A with speakers, plus session replays so I can revisit anything I miss
- No travel required

### What I'll bring back

I'm happy to put together a short recap — written or a quick team share — so the takeaways extend beyond just me attending.

### The ask

Registration cost	<b>[\$47 if registered by July 14]</b>
Time requested	<b>[Two half-days, Sept 23 &amp; 24]</b>

Registration price increases after the priority window closes, so an earlier decision helps secure the lower rate.

Thank you for considering this — happy to answer any questions.

**[Your name]**

**[Your role]**

**[Date]**