**Employer Support Letter**

*You know why you need to attend the 2020 SLA Leadership Symposium, but does your employer? Use the letter below to help make your case.*

Dear [Employer],

I’d like to request your support to attend the 2020 SLA Leadership Symposium, taking place January 18-20, 2020, in McLean, Virginia (outside of Washington, DC).

The two and a half day conference provides a concentrated program of professional development tailored to librarians and information professionals. It’s an unmatched opportunity to hone my leadership skills and make me more valuable to [organization name].

Leadership development is proven to offer many benefits, including:

· Developing the ability to look at challenges from different perspectives;

· Cultivating the skills necessary to communicate with a variety of stakeholders;

· Learning how to self-assess my strengths and identify opportunities for improvement;

· Providing insights on how to build and manage an effective team; and

· Developing the necessary skills to take on higher-level responsibilities.

Working with the leadership development firm [Npower](http://npoweryourself.com/), SLA has developed a curriculum specifically for information professionals. The training will cover areas such as understanding personal leadership profiles, emotional intelligence, and communication skills, which are all necessary to succeed in today’s world of information services.

Additionally, the Leadership Symposium provides an excellent opportunity to learn from and share with other information professionals. Networking with my peers in libraries and information centers across markets, industries, and geographies will increase my awareness of challenges confronting the information industry and give me insights that will help [organization name] save time, money, and other resources.

Quality programs such as this usually command a steep cost. Registration for the three-day SLA Leadership Symposium is $395, and the event hotel is just $99 per night, so this training offers high value at a low cost. Plus, there’s minimal time away from work—the program runs from Saturday to Monday over a holiday weekend.

I hope I can count on your support to attend the SLA Leadership Symposium. Please let me know if I can provide additional information about SLA or the Leadership Symposium to help with your decision making.

Best,

[Your name]