



Hello

I'm requesting your approval for me to attend [the internal communications conference, VOICES, April 26-27, 2023 in New York City](#). I would like to attend to bring strategies and lessons learned back to

VOICES would be an excellent professional development opportunity for me to take the lead on bringing a new way of approaching employee communications to our organization. At this conference, I'll be able to attend workshops and hear from internal communications thought leaders.

This year's theme is Better Together. Speakers at VOICES will focus on organizational resilience in the midst of a recession, strengthening corporate narratives, and addressing the issues landscape with your employees.

The [2023 agenda](#) includes workshops on demystifying ROI in internal comms, valuable sessions on connecting leaders to employees, and customer panels with **GE, Petco, and Blue Apron** — not to mention countless networking opportunities.

**At VOICES 2022\*:**

- Attendees enjoyed **over 7 hours of networking** across the Welcome Party and full day of sessions
- 80% of attendees rated their VOICES NYC experience as **good or excellent**
- More than a third of attendees said they **met 5-10+ new internal communications colleagues**
- Attendees' top 3 factors for attending included:
  1. Learning from customer stories
  2. Hearing from external speakers and thought leaders
  3. Discovering more about Staffbase's dedication to strategic internal comms

**Early bird pricing locks in a discounted ticket at \$250 for a full day conference and all networking activities. The early bird discount ends February 28th.** Additionally, there will be discounted rates for accommodations as well.

After thoughtfully reviewing the agenda, I know this conference has the potential to accelerate my current work, particularly in creating a culture of organizational resilience and a strong corporate narrative. As one of the largest IC conferences in North America, VOICES is a unique professional development opportunity for internal communicators to learn, engage, and leverage the best practices, tips, and tools to create strategic comms.

Thanks for your consideration and I look forward to hearing from you.

Best,

\*results of 2022 post event attendee survey

**Testimonials from VOICES 2022**

“ Staffbase brought everyone together in such an engaging and creative way. I'm definitely looking forward to going back! ”

**Alexa Castino,**  
Marketing & Communications Specialist  
at Granite Construction

“ VOICES checks off every box; State of the industry? Check; Common challenges and solutions? Check; Valuable and applicable technology? Check; Networking with smart internal comms pros? Check. ”

**Derek Herman,**  
Director of Communications at CAI

“ VOICES was a great way to connect, learn and most importantly be inspired! People who work in Internal Communications are often parties of one or small teams, so having the chance to meet like minded professionals and share experiences is invaluable. ”

**Elizabeth McPhedran,**  
Head of Internal Communications  
at Lightspeed