Date <Day, Month, 2020>

Dear <*Manager>*

I would like to attend virtual Cannexus21, Canada’s Career Development Conference, taking place January 25&27 and February 1&3, 2021. Cannexus has become the largest and most important event that explores innovative approaches in career counselling and career and workforce development – and because it is being offered remotely this year, it is more accessible, less expensive and offers even greater value than before.

Some of the features that make my participation easier and increase the ROI include:

* A more relaxed schedule over four days, starting daily at 12:00 pm ET, meaning I can balance it more easily with my workload
* More than 150 education sessions (both live & on-demand) with practical skills-building content and current labour market information to help us adapt and serve our clients
* Timely and relevant presentations that address current and anticipated challenges with pandemic recovery and critical issues related to equity and decent work
* Access to recordings of all the sessions after the conference *for a full year* – so I won’t miss anything and I can extend my learning throughout 2021
* Ability to network with delegates, speakers and exhibitors, which will allow me to identify partners and bring innovative ideas back to work

Now in its 15th year, Cannexus draws together both front-line workers and managers from across the career services spectrum, including education, community-based agencies, government and the private sector. Cannexus21’s program focuses on *Career Development for Public Good* and is emphasizing that now, more than ever, those providing career and employment services are essential. This is the moment to reimagine career development and we don’t want to be left behind.

There are many sessions being offered that will have a positive impact on my own career development by increasing my knowledge and abilities, such as:

* Building Back Better: How Work Needs to Change for Good After COVID
* Fostering Positive Indigenous Community Engagement with Purpose
* Integrating Career Development in the Early Grades
* Redeploying Talent: Industry-Responsive Upskilling During COVID
* Scaling Virtual Career Development on Three Campuses
* Creating Sustainable Career Development Services: Blending Online & F2F Delivery
* Employment for Vulnerable Populations in a Post-COVID World
* Stress, Coping and Mental Health
* Thriving in Remote Work and Remote Job Search

The conference features many experts, including keynotes from Future of Work executive Zabeen Hirji and career development professor Kris Magnusson plus former Olympian Perdita Felicien. A who’s who of career development and workforce leaders will present at Cannexus21. And this year with the conference being online, there are more international speakers from which to learn. Presenters include: *Jim Stanford, Tristram Hooley, Spencer Niles, Norman Amundson, Gray Poehnell, Roberta Borgen (Neault), Rich Feller, Mark Franklin, Sareena Hopkins, Lisa Taylor, Josh Davies, Tannis Goddard, Seanna Queressette, Ed Hidalgo, Graham Donald, JP Michel, Annie Kidder, Dave Redekopp and so many more*.

Additionally, Cannexus, even in a virtual format, provides many opportunities for networking with other conference delegates – including peer-to-peer matchamaking that will give me invaluable connections for my work. The Online Exhibitor Showcase should also be of benefit to me. I can visit with the Canadian Centre for Youth Prosperity, eLoft Careers, International Experience Canada and others, to learn what new products, programs and services are available in all areas of the career counselling and employment field.

I would be happy to share what I learn at Cannexus with my colleagues (such as by making a presentation) – in order to extend the value of our organization’s investment in my attendance. Although please note that we aren’t able to share logins to the conference platform.

The cost to attend the conference will be only the registration fee. Conference organizers have intentionally set the pricing as low as possible, recognizing budget constraints throughout the sector. The price to attend is only $330 + tax if I register by the **November 12 Early Bird deadline**. Members of 38+ supporting organizations receive a 25% discount as do Groups of 5 of more, so it would be wonderful if we could send more of our team members this year. I understand that some organizations are registering groups of 10, 20 and even 30 people.

Please check out the conference website at <https://cannexus.ceric.ca/>. Many peers have fantastic things to say about their past Cannexus experience on the Testimonials page. I’ve also read that the new virtual conference is proving popular with more than 1,100 registrations to date.

I am confident you will see Cannexus as a worthwhile professional development opportunity for me. Not only can I learn the latest best practices from the education sessions and enhance my competencies, but I can also network with leading organizations and renew myself through inspirational keynotes at a time when we all need to focus on our own well-being too.

My attendance at this virtual conference is a unique opportunity and a wise investment that will pay off for years to come.

Sincerely,

<*Your Name>*