Dear Executive:

I have good news for you. Your assistant has taken a critical first step in identifying their need for training and job improvement. That’s something to be celebrated. You and I both know that continuing education is critical to success. Without it, skills become stagnant, technology baffles, and offices struggle to move forward. Sometimes we, as leaders, forget that our organizations thrive when training and education are at the top of the priority list. By giving you this letter, your assistant is asking you to invest in them. I am here to ensure that investment will transform your assistant into one of your organization's most vital assets.

Year after year, assistants who attend our conferences bring back a wealth of knowledge, insider tips, and strategies from industry experts and luminary speakers around the world who are dedicated to the advancement of the assistant’s role.

The investment for your assistant to attend our in-person conference being hosted October 26-29, 2021, at the Red Rock Resort in Las Vegas is $1,595.00, which offers over 12% savings compared to previous years. Not to mention, the additional savings on lodging and airfare provide an invaluable opportunity for only a fraction of the cost. Instead of the average travel cost of $1,500 - $2,300 for 3-4 nights, [organization name] will only pay $950 - $1,700.

With that investment, your assistant will gain access to 20 sessions, 30 hours of learning, instantly applicable methods and strategies, the opportunities to engage with industry experts and speakers, a certificate of completion, and much more.

Sending your assistant to the Conference for Administrative Excellence will:

* Allow your assistant to shift from an energy-depleting mindset and behaviors
* Provide the opportunity for them to learn approaches to modern workplace challenges from other assistants, specialists, and administrators from different industries
* Improve productivity, resourcefulness, communication, and adaptability traits

Though these are only a fraction of the benefits [organization name] will receive from [assistant name] attending our conference, we can agree that they are key factors that contribute to the impact [he/she] will have within your partnership, department, and organization.

Since I founded Office Dynamics International 30+ years ago, our mission has been to provide top-tier executive and administrative assistant training, coaching, and resources that expand skill set, increase productivity, work ethic, and ensure long-term success. Our time-tested methods work. We guarantee that your assistant will walk away from this investment more confident, capable, and eager. They will return to you truly changed and ready to further your vision. Should you have any questions about the conference or this letter, I invite you to contact me directly through the number listed at the bottom.

Sincerely,  
Joan Burge

Founder and CEO