

Dear <<Insert Manager Name Here>>,

I'm requesting approval to attend the The [Fall 2018 CUE Labor and Employee Relations Conference](#), September 23-25th at the [Hyatt Regency Minneapolis](#).

### **Why the CUE Conference?**

CUE Inc. sits on the cutting edge of Positive Employee Relations trends – offering unparalleled opportunities to meet with other business leaders discussing engagement and positive employee relations, practitioners sharing their internal learning and best practices. Speakers at this event are some of the most admired and innovative thinkers in the field of positive employee relations today.

**Cutting Edge Lineup of Topics** This year's lineup of topics includes:

### **Employee Engagement**

- Keynote: Leadership Approachability and Improving Retention - Phil Wilson
- How Best Buy Fosters an Engaged Culture
- Moving Beyond the Employee Survey - Fiona Jamison and Cliff Tironi
- The Four Things Your Leaders Must Have to Be Successful: Soft Skills For Leaders (and why they matter now more than ever!)
- Analytics and Assessments; the Science and Art of Preventing Dysfunction

### **Positive Employee Relations**

- Union Rebranding: A Look at Emerging Organizing Trends and How Best to Defend (Target)
- 2018 Labor Law and Policy Update
- Labor Relations 101
- Case Study: Minnesota Home Health Care Campaign
- Case Study: Disloyal, Reckless or Maliciously Untrue? Jimmy John's Corporate Campaign
- Anatomy of a Campaign - Peter List
- The Robots are Coming! The Robots are Coming!

### **Driving Business Outcomes**

- Keynote: Beyond Political Correctness: Inclusion and Equality in Modern Employee Relations - Sarah Morgan
- The Cost of Unionization and ROI of remaining union-free - Jim Gray
- Using Virtual Reality to Improve Positive Employee Relations Training
- Your Brand is in Trouble: Internal and External Crisis Communication Planning - Nick Kalm
- "From We Will to At Will" - Justin Constantine

### **CUE Labor and Employee Relations Certification Course**

Do you have members of your HR or Operations team who are new to employee and labor relations and need to upskill? The CUE Certification course is the perfect way to help them get up to speed. Offered once a year as part of the CUE Conference, the Certification course offers sessions spread over 3 days devoted to teaching staff the basic elements of labor relations at the very low member price of \$220.00.

- 9/24 Monday 1:15 - 4:45 PM Labor and Employee Relations Basics in the Workplace
- 9/25 Tuesday 1:15- 4:45 PM Basics of Labor Law
- 9/26 Wednesday 8:00 -11:30 AM - Election Campaign Simulation

The Wednesday campaign simulation is also available as a stand-alone post-conference workshop.(CUE members @ \$160.00, non-members @ \$200)

**How will this benefit [INSERT COMPANY NAME HERE]?**

Forward-leaning organizations are embracing the concepts behind positive employee relations more than ever. With many of the NLRB decisions of the past several years having been relaxed recently, now is the time to focus on strengthening your positive employee relations program to deal with the issues facing employers in 2018.

Promoting flexibility, productivity, quality of work life, fairness, the opportunity to participate in decisions affecting one's future and the opportunity to succeed by providing the best employee experience possible will drive stronger employee and company performance for our organization.

These are the types of breakthrough insights I'll gain at the Spring 2018 CUE Conference – and can bring back and put to work at [COMPANY NAME]. The CUE Conference will give me proven strategies and actionable ideas on how we can help build positive employee relations, motivate our workforce, increase employee engagement, and boost productivity.

**CUE Inc. is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CPSM or SHRM-SCPSM. And 2018 attendees will receive 13.0 PDCs toward their recertification – nearly one third of what I need to get recertified. For more information about certification or recertification, please visit [www.shrmcertification.org](http://www.shrmcertification.org). HRCI credits will also be offered, but the final amount has not been determined yet.**

While at the Spring 2018 CUE Conference, I will attend the following sessions that I believe will benefit key work culture initiatives at [COMPANY NAME]:

- [add session & project or initiative]
- [add session & project or initiative]
- [add session & project or initiative]

**Here's a breakdown of my approximate conference costs:**

Airfare:

Transportation:

Hotel: \$219 per night

Meals: All meals included

Conference Fee: \$875 member fee, \$1,250.00 non-member fee

Total conference cost of \_\_\_\_\_.

When I return from the CUE 2018 Spring Conference, I will receive a post-conference executive summary, including detailed recommendations that can further our [XYZ initiatives]. I'll also receive a summary handout from each session – including key findings and insights – that I can share with the team.

Thank you for your consideration.

Regards,

<<Signature>>