

Convince Your Boss

Letter Template

Dear **(MANAGER)**,

Efficiency Nova Scotia's [Bright Business Conference and Awards](#) will be held on October 16, 2018 in Halifax, Nova Scotia. In its seventh year, the conference proves to be one of the biggest energy efficiency events in the region – attracting over 250 attendees, welcoming engaging speakers, and honouring Nova Scotia's best-in-class energy efficient businesses and leaders.

Nova Scotia is a national leader in energy efficiency, with over 1,400 professionals working in the energy efficiency industry. Every year, leaders from this industry – from certified energy auditors to heat pump installers – network and learn from each other during this one-day conference. For the affordable price of only \$249, I will be able to represent **(ORGANIZATION'S NAME)** and learn from leading professionals how we can further reap the benefits of energy efficiency in our day-to-day operations and help other Nova Scotians do the same.

There are many valuable experiences guaranteed, including:

- Professional development opportunities from workshops and speakers;
- Time for networking with leading energy efficiency professionals and other businesses;
- A chance to honour and learn from local businesses, non-profits and leaders leading the way in energy efficiency in Nova Scotia with the Bright Business Awards.

I'll return with knowledge that can help our bottom line, support our industry and potential for energy and environmental savings.

Sincerely,