

SUBJECT LINE: Professional Development Opportunity – PAAC Annual Conference

EMAIL COPY:

Hi [Supervisor Name],

I'd like to request approval to attend the [Public Affairs Association of Canada \(PAAC\) Annual Conference](#) in Toronto on November 24, 2026, as a professional development opportunity.

The conference brings together public affairs, government relations, communications and policy professionals from across Canada, with programming focused on some of the issues and skills shaping our profession, including AI, political and policy uncertainty, reputation, advocacy, leadership and strategic risk.

I see this as an opportunity to:

- Strengthen my professional knowledge and skills by learning from experienced public affairs and communications leaders;
- Gain new perspectives and approaches that I can apply to my work and bring back to our team;
- Stay current on emerging issues and trends that are relevant to our organization and the broader public affairs environment;
- Build my professional network with peers and leaders working across government, industry, healthcare, associations and consulting; and
- Support my longer-term professional growth by investing in capabilities that will help me take on increasingly strategic responsibilities.

I would also commit to sharing relevant takeaways with the team following the conference and identifying any ideas, practices or resources that could be applied to our work.

The PAAC member registration fee is \$458 + HST. Given the relatively modest cost and the professional development value, I'm hoping we can use available professional development funding to cover my registration.

I believe this would be a valuable investment in my development and, importantly, one that I can translate into value for the organization.

Thank you for considering it.

Best,

[Name]