

## Letter Template: Requesting Permission from Your Employer to Attend PRSA #SunCon25 for Professional Development



Dear **[Supervisor's Name]**,

I would like to request approval to attend the Public Relations Society of America (PRSA) Sunshine District Conference, #SunCon25, taking place July 17-18, 2025, at the Marriott Jacksonville Downtown.

This conference brings together more than 200 public relations, communications, and marketing professionals from across Florida and beyond, offering invaluable insights into emerging trends, best practices, and strategic innovations.

The #SunCon25 theme, "Bridging Connections: Connecting PR to the Outside World," highlights the evolving role of PR in relationship-building, digital transformation, and strategic communication. The agenda will feature national and regional speakers, covering critical topics such as leadership, crisis communication, AI in PR, employee engagement, and impactful storytelling. The full agenda, including keynote sessions and diverse breakout topics, will be available soon.

The conference begins on Thursday, July 17, at 2:30 p.m. and concludes on Friday, July 18, at 5 p.m.

Registration Costs:

- Early Bird Pricing: PRSA Members: \$249 | Non-Members: \$349 | Students: \$100
- Regular Pricing: PRSA Members: \$299 | Non-Members: \$399 | Students: \$150 | PRSSA Students: \$125 | Military: \$269

I anticipate gaining actionable takeaways, new strategies, and valuable connections that will directly enhance my role and contribute to our team's success.

I appreciate your consideration and look forward to discussing this opportunity.

Sincerely,  
[Your Name]

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**If employer is unfamiliar with PRSA or PRSA Sunshine District, consider adding:**

### **About PRSA**

The Public Relations Society of America (PRSA) is the world's largest public relations organization, with over 21,000 members, including 1,000 in Florida's Sunshine District. Founded in 1947, PRSA advances the profession through professional development, ethical standards, and industry leadership.

### **About PRSA Sunshine District**

PRSA Sunshine District represents seven chapters across Florida, serving 1,000 communications professionals in industries such as corporate communications, technology, healthcare, government,

education, tourism, and nonprofit. The district provides educational resources, scholarships, and professional development opportunities to advance the field of public relations.