\*PERSONALIZE THE INFORMATION **[BRACKETS]** IN THE LETTER BELOW. IF NECESSARY, COMPLETE THE ESTIMATED COSTS ON PAGE 2.

[DATE]

Request to attend Plain Talk About Literacy and Learning

<https://www.cdl.org/plain-talk-about-literacy-and-learning/>

Dear **[School Administrator/District Leader/Colleague]**,

Plain Talk About Literacy and LearningTM (Plain Talk) will be held January 29 - 31, 2020, in New Orleans, Louisiana. I would like to attend this highly regarded professional learning event because it is an opportunity to receive substantial knowledge directly related to my work. It would also be a solid investment in our students’ success and academic growth.

Plain Talk is a three-day institute on teaching, leading, and learning hosted by the Center for Development and Learning. Plain Talk offers relevant and innovative sessions that are focused on evidence-based practices that drive student, teacher, and school success. It is regarded as the premier literacy event in the country.

I believe this is an opportunity to make a solid and timely investment in our students’ success and our school climate. I would receive valuable professional insight and actionable approaches to share with my colleagues. By attending Plain Talk, I will be able to:

* Attend sessions that focus on the challenges our **[school/district/other]** is currently facing. I will gain practical skills and learn proven methods for improving my performance.
* Learn the current findings on leadership, educational equity, reading instruction, learning difficulties and intervention, as well as, classroom strategies to put this knowledge to work from the nation’s leading researchers and seasoned practitioners. Their knowledge and motivation will enhance what I already know about literacy and learning and help me achieve the goals set by our **[school/district/other]**.
* Have the opportunity to connect with over 1,400 educators to grow my knowledge and learn new methods being implemented at other **[schools/districts/other]**. Learning from other’s success means our **[schools/districts/other]** can focus our time and money on what has already been proven to work.

For your convenience, I have attached estimated costs for attending the 2020 Plain Talk on the following page. Please consider this worthwhile investment that will offer our **[school/district/other]** returns for years to come. For more information, visit the Plain Talk webpage (<https://www.cdl.org/plain-talk-about-literacy-and-learning/>).

Thank you in advance for your consideration.

Sincerely,

[Name]

**Estimated Costs for 2020 Plain Talk About Literacy and LearningTM**

The costs to attend the 2020 Plain Talk About Literacy and LearningTM are the registration fee, travel expenses, hotel, and a meal per diem.

**Registration:** $745 per person through January 22, 2020. After this date, registration is onsite only for $795. The registration fee includes:

* Registration materials
* Entrance into all sessions and exhibit area
* Continental breakfast and lunch each day
* Afternoon refreshments on the first 2 days

**Travel Expenses:**

* **Airfare (or mileage if applicable):** **[fill in the blank]**
* **Ground transportation to/from hotel:** **[fill in the blank]**
* **Hotel:** $212 per night plus taxes and fees (currently 15.2% and $3.00 occupancy fee per night) for single/double occupancy. Additional $30 per person will be charged if more than 2 people occupy the room. Room block is available through January 10, 2020.

**Additional Meals:** **[fill in the blank].** Continental breakfast and lunch each day are included in the registration fee.

**Total Estimated Cost: [fill in the blank]**