\*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/>

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

Plain Talk About Literacy and LearningTM (Plain Talk) will be held virtually on February 9 – 10, 2021. 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.

The virtual Plain Talk is a two-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. All sessions will be recorded, and I will have access to them after the Institute.
* Learn the current findings on literacy 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 thousands of 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 2021 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/>).

Thank you in advance for your consideration.

Sincerely,

[Name]

**Estimated Costs for 2021 Plain Talk About Literacy and LearningTM**

**Registration for the Virtual Plain Talk:** $399 per person. The registration fee includes:

* Access to online registration materials
* Access to over 35 sessions
* Live Q&A with nation’s leading researchers and seasoned practitioners after each breakout session
* Entrance to the virtual exhibit hall
* Access to recordings of all sessions after the event is complete