

Dear [insert name],

I would like to attend the [ISTE Creative Constructor Lab Virtual](#), Oct. 3-10, and I want to explain why this event will help me improve learning outcomes for our students during this crucial time for education.

As edtech innovation becomes more important than ever, we're quickly finding that creativity and technology go hand-in-hand. Creative Construct Lab is an invaluable PD experience exclusively for educators that offers hands-on activities and collaboration with experts to help teachers like me infuse creativity into every aspect of learning. Here are just a few ways this virtual conference will help me support students:

- I'll build the skills and confidence necessary to teach students to use technologies like podcasting, video and robotics to amplify student voice, build community and maximize active, deep learning.
- I'll learn to infuse creative problem-solving into all subject areas and create engaging videos to use for remote learning.
- I'll practice using the design-thinking process with other educators to create and iterate a project so I can replicate this model with my students.
- I'll work alongside peers to create digital learning materials that support pedagogies like blended, flipped and personalized learning.

And one of the best features of Creative Constructor Lab is that I'll get digital access to the sessions for six months, so I can continue to learn long after the conference ends.

This conference has the potential to forever change the way I teach, but I believe I can be even more effective if I bundle conference registration with a year of ISTE membership so I can continue learning year-round. [ISTE](#), the leading organization dedicated to tech-infused learning, offers members access to live and archived webinars, a supportive community of edtech experts and discounts on books, courses and other resources. Buying the bundle saves us money while ensuring continuous improvement.

You can learn more about [ISTE](#) and browse the [ISTE Creative Constructor Lab Virtual](#) website to view the program. Find out more about [tapping PD funding options](#), too!

Thank you for considering this incredible professional development opportunity. Together, we can create engaging learning experiences that will help our students succeed.

Sincerely,
[Signature]