



July 20-22 | Charleston, SC

2027

Attendee Justification Kit



From Our Chair

Hello —

As Chair of the 2027 eduWeb Summit, I would like to invite you to join the community.

The Learning Topic Experts have created an excellent program that will make your time at eduWeb valuable and help you and your institution move from theory to practice.

Again, welcome, and please let us know if you have any questions.

We can't wait to see everyone in Charleston, SC next July!



Allison Turcio
2027 Program Chair, eduWeb Summit
Dean of Enrollment and Marketing
Siena College

Why attend?

- Practical, immediately usable strategies from people doing the same job
- A genuinely small, non-salesy room where real conversations happen
- Cross-functional exposure in one room
- Career development, not just professional development
- A community people actually come back to



In July, I had the opportunity to present alongside [Elly Lewis](#) at the [eduWeb Summit](#) on a topic we're both passionate about: making digital accessibility approachable for higher education communicators.

Rather than focusing on compliance, our poster demonstrated how small, intentional changes can transform a mass email into a more accessible and user-friendly experience. We used a real CU Denver email to show a before-and-after comparison, highlighting practical improvements communicators can make right away.

One of my favorite moments came from an attendee who said: "Even without reading your content, I can tell the email on the right is easier to read."

That perfectly captured the message we hoped to share. Accessibility isn't about starting over. It's about making thoughtful improvements that make communication work better for everyone.

The conversations throughout the poster session reinforced something we've seen firsthand in Colorado: communicators are eager for practical guidance as they navigate digital accessibility. It was encouraging to connect with so many people during the conference who shared ideas, asked thoughtful questions, and left with actionable takeaways.

A huge thank you to Elly for being such a fantastic collaborator and to eduWeb for creating space for these conversations.

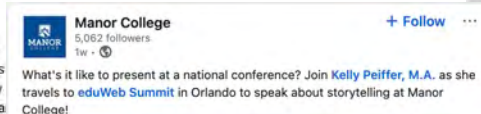
If you'd like to learn more about our poster, CU recently shared a recap of our session: <https://lnkd.in/gSBTFcyx>



Suyog Deshpande and 26 others

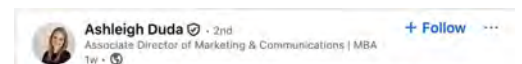


1 comment



Ann Paoli and 23 others

2 comments · 1 repost



In July, I attended the [eduWeb Summit](#) in Orlando and gained new insight into the challenges and opportunities shaping higher education marketing. From operationalizing digital storytelling and strengthening prospective student engagement to tracking AI search visibility and structuring analytics to guide strategy, the conference offered practical ways to make our efforts more effective and enrollment focused, while expanding brand visibility.

An added bonus was attending eduWeb with [Marisa VanSkiver, MA](#), the contract webmaster on my team and someone I've worked closely with for nearly five years remotely.

From Orlando, I headed to Oldsmar to photograph construction progress at NUHS' new Florida location. This long-awaited new home for our Florida students is beginning to take shape, and I enjoyed capturing the progress to give our University community a glimpse of what is ahead.

This new space also gives our team an incredible blank canvas to shape how it is branded and tells the NUHS story. I'm excited to help bring this next chapter to life for our current and prospective students.

A lot of learning, a little Disney, and a very exciting new chapter for [National University of Health Sciences - Florida](#).



Suyog Deshpande and 19 others

Who Attends

Come join your campus colleagues from the diverse group of departments.



Marketing & Communications

Advertising, Branding, Content Strategy, Creative, Editorial, Inbound, Social Media, Performance Analysis



Enrollment Management, Admissions Leadership & Staff

Undergraduate, Graduate



Websites & Digital Engagement

Site Development, Search Engine Optimization, Web Governance, Content Strategy



Advancement

Alumni Relations, Development Marketing

Letter to your Boss

Subject: Request for Approval to Attend the 2027 eduWeb Summit

Dear [Manager's First Name],

I am writing to seek your approval to attend the 2027 eduWeb Summit, scheduled for July 20-22 in Charleston, South Carolina. This event is a premier conference for higher education marketing, web, and digital communications professionals, and offers an excellent platform for networking, learning, and sharing innovative ideas.

The eduWeb Summit has been instrumental in shaping the higher education landscape for over 20 years, bringing together thought leaders and experts in higher ed digital strategy. The conference offers visionary keynote speeches, over 70 sessions on cutting-edge research, and valuable networking opportunities with peers from across the globe.

Here are a few highlights:

1. **Insightful Keynote Speakers:** Leaders in higher education will share their experiences and visions for the future, providing strategic insights that we can adapt to our context.
2. **Educational Sessions:** The sessions are selected through a rigorous peer-review process to ensure relevance and quality. They cover the latest trends and research in higher education web, marketing, and digital communications—with practical takeaways I can implement immediately to enhance our strategies.
3. **Collaborative Opportunities:** With attendees from over 200 institutions across 50 states and various countries, the conference offers a unique opportunity to exchange ideas with peers, gain fresh perspectives, and potentially launch collaborative initiatives.
4. **Exhibit Hall Access:** Interaction with over 40 solution providers will offer direct insights into overcoming specific challenges we face and could help expand our impact through innovative solutions.

Attending this Summit will directly contribute to my professional development goals of staying current with emerging digital trends in higher education, expanding my professional network, and bringing back actionable strategies to strengthen our web presence, marketing outreach, and enrollment communications—enhancing my ability to contribute more effectively to our team.

The Early Bird registration fee is \$1,175 through March 26, 2027; the Regular registration fee is \$1,275 until July 20, 2026. This includes a workshop and the meals listed on the registration webpage. When registering three or more team members, you can save an additional \$150 per person.

Please let me know if you need further information to consider this request or if you would like to discuss it in more detail. You can find more at eduwebsummit.com

Thank you for considering this professional development opportunity.

[Your Name]



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