

Subject: Request for Approval to Attend the 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](https://eduwebsummit.com)

Thank you for considering this professional development opportunity.

Best regards,

[Your Name]