



July 14-16 | Orlando

2026

Attendee Justification Kit



From Our Chair

Hello —

As Chair of the 2026 eduWeb Summit, I want to invite you to 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.

We are also built in additional space to unpack your learnings, collaborate, and network with your peers.

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

We can't wait to see everyone in Orlando, Florida in July!



Allison Turcio
2026 Program Chair, eduWeb Summit
Dean of Enrollment and Marketing
Siena College

Why attend?

3

Attending a conference isn't just about what you learn but also about who you'll meet and about affording yourself the time to build relationships. Many of our participants have been attending year after year for more than a decade, and the events are a reunion each year for lifelong relationships.

50+

Build knowledge and know-how with over 50 sessions, master classes, and networking opportunities in nine Learning Topics: Social Media, Digital & Web, Enrollment Growth, Data Insights & Analytics, Leadership & Career Development, Strategy & Planning, Marketing Communications & Branding, Student Journey, and American Intelligence (AI). And, with various session formats, you'll return home with fresh concepts, deeper understandings, and new ideas you can implement immediately.

200+

People come from over 200+ institutions in 50 states and countries all over the world, as well as over 25 business partners and exhibitors with expertise in higher education, which means you'll have ample opportunity to exchange fresh ideas and gather new perspectives.

+

Value: free workshops, team discounts, and affordable rates.

Collaboration: eduWeb is in-person for a reason. Its size and event design is created to maximize your ability to listen, unpack, and engage with your peers and industry leaders.

Action Over Theory: Conferences typically just cram in sessions and call it value. We purposely built a program to move from theoretical to action.

Location: A world-class city to not only learn but connect with alumni, donors, prospective students, and more.

Relevance & ROI

...to your career and your institution. Higher education is at a crossroads and the program is designed around you and your challenges.

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



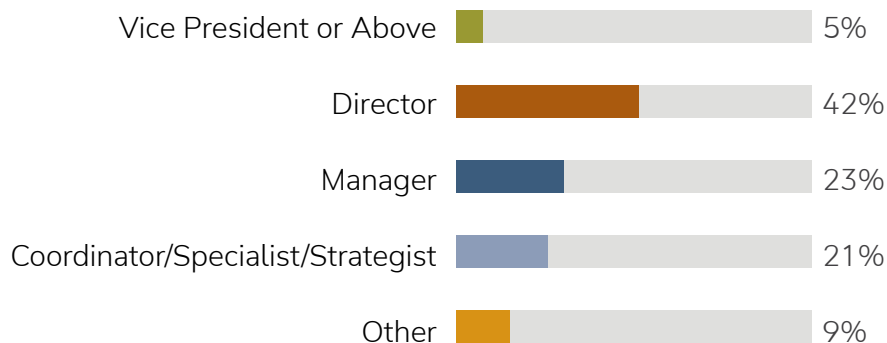
Advancement

Alumni Relations, Development Marketing

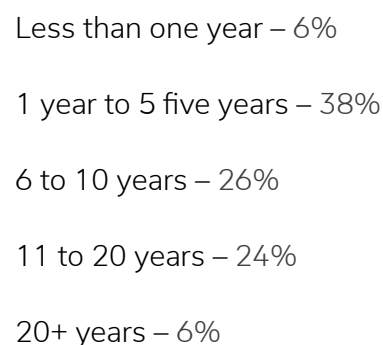
Makeup & Demographics

In the past five years alone, eduWeb events have welcomed over 900 unique institutions around the country and the world.

Institutional Role



Years in Higher Education



Letter to your Boss

Subject: Request for Approval to Attend the 2026 eduWeb Summit

Dear [Manager's First Name],

I am writing to seek your approval to attend the 2026 eduWeb Summit, scheduled for July 14-16 in Orlando, Florida. This event is a key conference for higher education 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. **The conference offers visionary keynote speeches, over 50 sessions on cutting-edge research, and valuable networking opportunities with peers from across the globe.**

Here are a few highlights:

- **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.
- **Educational Sessions:** The sessions are selected through a rigorous peer-review process, ensuring relevance and quality. They cover the latest trends and research, with practical takeaways I can implement immediately to enhance our strategies.
- **Collaborative Opportunities:** With attendees typically from over 200+ institutions across 50 states and various countries, the conference provides a unique opportunity to exchange ideas with peers, gain fresh perspectives, and potentially lead to collaborative initiatives.
- **Exhibit Hall Access:** Interaction with over 25 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 [specific goals], enhancing my ability to contribute more effectively to our team.

The Early Bird registration fee is \$1,175 through March 2, 2026; the Regular registration fee is \$1,275 until July 14, 2026. This includes one Disney Epcot ticket 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.

Best regards,
[Your Name]



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