

**2026 PR & Comms Summit
Employer Template**

Below is a template for you to use in a memo, email or letter to your direct manager when requesting to attend the PR & Comms Summit. Feel free to copy, paste and edit/adjust as needed.

Dear [MANAGER'S NAME],

I am requesting approval to attend the 2026 PR & Comms Summit, taking place August 9 – 12, 2026, at the Omni Orlando Resort at ChampionsGate in Orlando.

Attending the Summit will enhance key capabilities and deliver actionable insights into how leading organizations approach communications challenges — insights that will directly support our team's strategic objectives. I'll be able to learn:

- The Latest Trends in Communications
- More Efficient Strategies, New Perspectives and New Ideas from Top Companies
- Insights from Proven, Real-World Experience

The content – presented by leading agencies like HBO, iHeartMedia, MGM Resorts, The Poynter Institute, Virgin Music Group and more – is designed to be immediately applicable, with clear takeaways that can be implemented within our current campaigns and workflows.

Session topics include:

- AI and Earned Media
- Media Pitching Today
- Social Media Management from Top Brands
- Corporate Culture
- Measuring Metrics that Matter
- Internal Communications
- Crisis Communications
- Leadership Positioning

The conference includes:

- Two and a half days of professional development
- Six meals

By attending, I plan to focus specifically on learning how to [INSERT PRIORITY SKILL OR TOPIC], which will help me [INSERT DIRECT BENEFIT TO TEAM OR ORGANIZATION].

Upon my return, I will share a summary of key takeaways and recommended next steps, including strategies we can implement immediately to strengthen our communications efforts.

Additional details about the conference can be found at PRCommsSummit.com.

Estimated Cost:

Travel: [\$AMOUNT IF APPLICABLE]

Hotel (\$175 per night plus tax; Free Self-Parking): [\$AMOUNT IF APPLICABLE]

Conference Registration: [\$AMOUNT]

Total: [\$SUM FROM ABOVE]

Thank you for considering this request. I am confident this opportunity will deliver meaningful value to our team and contribute to the continued advancement of our communications efforts.

Sincerely

[YOUR NAME]