

**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 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](https://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]