



**FBR Summit 2023**  
Convince Your Boss Pitch

Copy and paste the information below and share with your manager.

Dear [Insert Manager's Name]:

I am requesting your approval to attend the [FBR Summit 2023](#), taking place October 25-26 in Austin, TX. This is the ONLY event in franchising designed specifically for franchise operations teams that support franchisees.

The sessions feature well-known franchising experts including: Susan Black-Beth, Angela Cote, John Francis and Patti Rother, as well as leaders and franchisees from some of the most successful brands such as Threshold Brands, NextHome, and Christian Brothers Automotive.

Some of the topics that will be covered include:

- Strengthening franchisee relationships and franchise culture to drive profitability
- How to help franchisees with hiring and retention challenges
- Finding ways to apply AI to streamline manual processes
- Creating engaging training programs
- Removing hidden roadblocks for multi-unit owners

All of the sessions are hands-on workshops and case studies, so I'll be actively working on solutions to the challenges we're facing as an organization, and coming back with practical strategies and ideas we can start using right away. And because this is a small, intimate event, I'll have the opportunity to connect personally with the speakers as well as network with fellow attendees about what they're doing to provide world-class support to their franchisees.

Specifically, I'd like to focus on finding solutions or best practices that could benefit these goals and projects for 2023:

- [Add project or initiative]
- [Add project or initiative]
- [Add project or initiative]

**Here's an approximate breakdown of conference costs:**

Summit Pass: \$695 (there are group discounts available if we send multiple team members)

Hotel: \$259/night (for two nights, plus tax)

Airfare/transportation: [Insert price]

Meals: ~\$60 (most breakfast, lunch, and snacks are provided at the event)

TOTAL: \$

I hope you agree that the FBR Summit is a great opportunity for me to bring back actionable takeaways that I can apply to our business to start seeing ROI immediately. I have heard rave reviews from several people I know that attended last year's sold-out Summit.

Thank you for considering my request. I look forward to your reply and hope to book my trip soon to make sure I get a seat.

Regards,