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**FBR Summit 2025**

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 2025](https://tour.franchisebusinessreview.com/fbr-summit/), taking place October 22-24 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: Brian Schnell, Amy Cheng, Marisa Faunce, as well as leaders and franchisees from some of the most successful brands such as The Learning Experience, Payroll Vault, Roy Rogers, and more. Best-selling author Vanessa Van Edwards from the [Science of People](https://www.scienceofpeople.com/) will be keynoting and leading an activity to help attendees understand how to improve communication.

Some of the topics that will be covered include:

* Matching support to the stage of the franchisee
* Avoiding litigation landmines by addressing issues with franchisees early
* Crisis planning in franchising
* Building emotionally intelligent franchise systems
* Leveraging frontline employee perspectives to improve corporate strategy
* Practical advice and lessons from leaders of the “Best in Category” award winners

All of the sessions are hands-on workshops, case studies, and roundtables, 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 2025/2026:

* [Add project or initiative]
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**Here’s an approximate breakdown of conference costs:**

Summit Pass: $805 (there are group discounts available if we send multiple team members)

Hotel: $299/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 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,