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**FBR Summit 2024**

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 2024](https://tour.franchisebusinessreview.com/fbr-summit/), taking place October 22-24 in Denver, CO. This is the ONLY event in franchising designed specifically for franchise operations teams that support franchisees.

The sessions feature well-known franchising experts including: Scott Greenberg, Angela Cote, Antonio McBroom, Amy Cheng, and Marisa Faunce, as well as leaders and franchisees from some of the most successful brands such as Soccer Shots, Hounds Town USA, Homewatch Caregivers, and LearningRx.

Some of the topics that will be covered include:

* Taking a proactive (not reactive) approach to coaching franchisees
* Helping franchisees with hiring and retention challenges
* Implementing effective financial review processes
* Navigating through the stages of franchise growth
* Using AI for franchise operations

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 2024:

* [Add project or initiative]
* [Add project or initiative]
* [Add project or initiative]

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

Summit Pass: $795 (there are group discounts available if we send multiple team members)

Hotel: $279/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,