



July 9-11 | Marriott Philadelphia Downtown

2024 Attendee Justification Kit



From Our Chair

Hello —

As Chair of the 2024 eduWeb Summit, I want to invite you to the community.

The track experts have created an excellent program that will make your time at eduWeb valuable and help you and your institution move from theory to practice.

We are also built in additional space to unpack your learnings, collaborate, and network with your peers.

On page five, you'll find a [letter template you can copy](#) and use to help convince your boss about the incredible value of the eduWeb Summit.

We can't wait to see everyone in Philadelphia in July!



Allison Turcio
2024 Program Chair, eduWeb Summit
Assistant VP for Enrollment and Marketing
Siena College

Why attend?

3 Days of (Re)Connecting

Attending a conference isn't just about what you learn, but who you'll meet and affording yourself the time to build relationships. Many of our participants have been attending year over year for more than a decade and the events are a reunion each year for lifelong relationships.

50+ Sessions and Opportunities to Network

Build knowledge and know-how with over 50 sessions, master classes, and networking opportunities in five different tracks including Web & Digital Experience, Marketing & Communications, Artificial Intelligence & Analytics, Leadership & Innovation, and Enrollment Marketing. And, with a variety of session formats, you'll return home with fresh concepts, deeper understandings, and new ideas you can implement immediately.

80 Institutions in 50 States

People come from over 80 institutions in 50 states, plus countries all over the world, and over 25 business partners and exhibitors with expertise in higher education, which means you'll have ample opportunity to exchange fresh ideas and gather new perspectives.



Value: free workshops, team discounts, and affordable rates.

Collaboration: eduWeb is in-person for a reason. Its size and event design is created to maximize your ability to listen, unpack, and engage with your peers and industry leaders.

Action Over Theory: Conferences typically just cram in sessions and call it value. We purposely built a program to move from theoretical to action.

Location: A world-class city to not only learn but connect with alumni, donors, prospective students, and more.



Relevance & ROI

...to your career and your institution. Higher education is at a crossroads and the program is designed around you and your challenges.

Who Attends

Come join your campus colleagues from the diverse group of departments.



Marketing & Communications

Advertising, Branding, Content Strategy, Creative, Editorial, Inbound, Social Media, Performance Analysis



Enrollment Management, Admissions Leadership & Staff

Undergraduate, Graduate



Websites & Digital Engagement

Site Development, Search Engine Optimization, Web Governance, Content Strategy



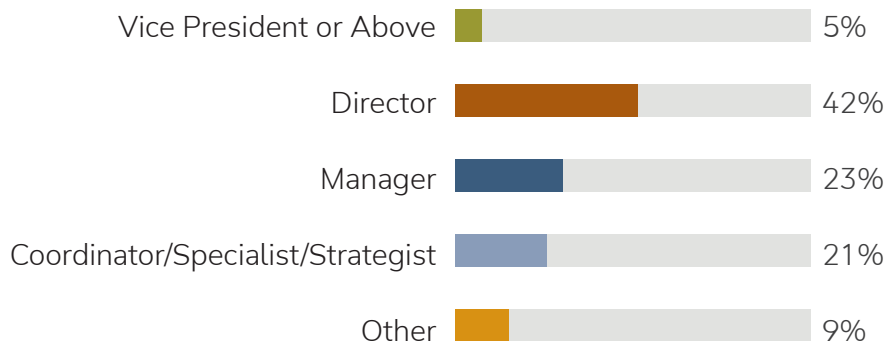
Advancement

Alumni Relations, Development Marketing

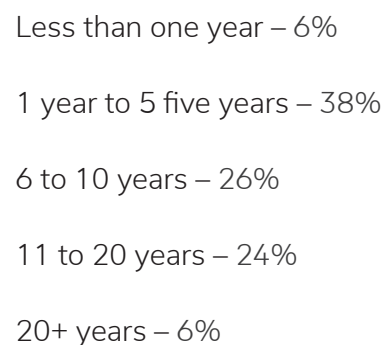
Makeup & Demographics

In the past five years alone, eduWeb events have welcomed over 900 unique institutions around the country and the world.

Institutional Role



Years in Higher Education



Letter to your Boss

Dear [Manager's First Name],

I am writing to seek your approval to attend the 2024 eduWeb Summit, scheduled for July 9-11 in Philadelphia. This event is a key conference for higher education professionals and offers an excellent platform for networking, learning, and sharing innovative ideas.

The eduWeb Summit has been instrumental in shaping the higher education landscape for over 18 years, bringing together thought leaders and experts. **The conference offers visionary keynote speeches, over 50 sessions on cutting-edge research, and valuable networking opportunities with peers from across the globe. Here are a few highlights:**

1. **Insightful Keynote Speakers:** Leaders in higher education will share their experiences and visions for the future, providing strategic insights that we can adapt to our context.
2. **Educational Sessions:** The sessions are selected through a rigorous peer-review process, ensuring relevance and quality. They cover the latest trends and research, with practical takeaways that I can implement immediately to enhance our strategies.
3. **Collaborative Opportunities:** With attendees typically from over 80 institutions across 50 states and various countries, the conference provides a unique opportunity to exchange ideas with peers, gaining fresh perspectives and potentially leading to collaborative initiatives.
4. **Exhibit Hall Access:** Interaction with over 25 solution providers will offer direct insights into overcoming specific challenges we face, and could help in expanding our impact through innovative solutions.

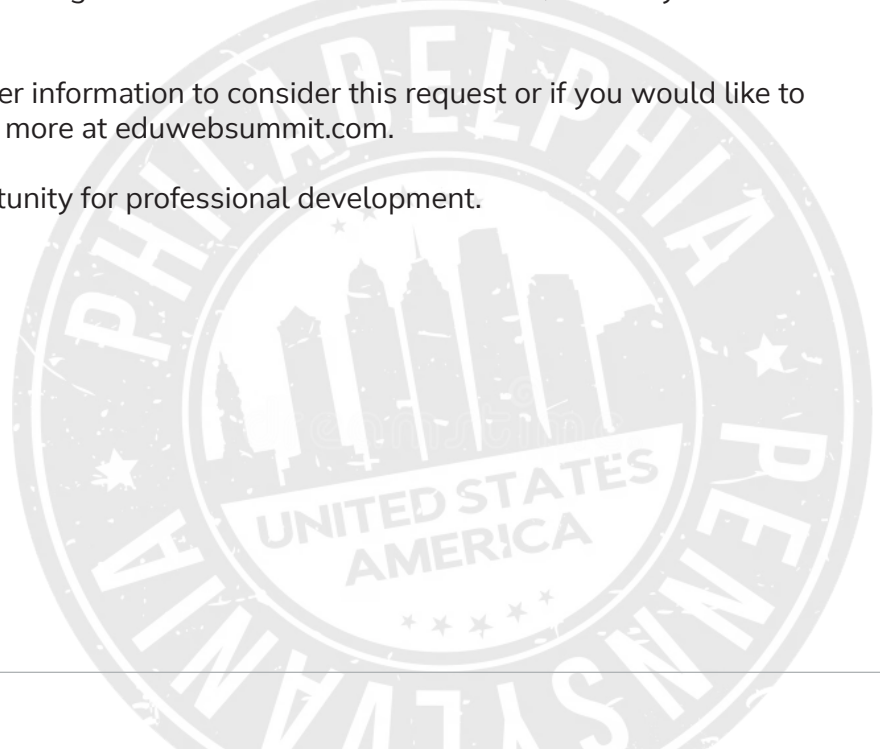
Attending this Summit will directly contribute to my professional development goals of [specific goals], enhancing my ability to contribute more effectively to our team.

The registration fee is \$1,250 and if you register three or more team members, each of you can save an additional \$150 per person.

Please let me know if you need further information to consider this request or if you would like to discuss it in more detail. You can find more at eduwebsummit.com.

Thank you for considering this opportunity for professional development.

Best regards,
[Your Name]



2023 eduWeb Attendees

eduWeb has always represented a wide array of roles and institutions in the U.S. and abroad. From small private and community colleges to large universities and teams of one to institutions bringing eight, eduWeb represented schools from 39 states and abroad.

Insitutions:

Amherst College	Purdue University
American University	Qatar University
Anne Arundel Community College	Radford University
Arizona State University	Rochester Institute of Technology (RIT)
Austin Community College	Shenandoah University
Baruch College	Siena College
Bellarmino University	Southern Adventist University
Blinn College	Southwestern Oklahoma State University
Boise State University	St. Edwards University
Bridgewater State University	Stetson University
Brigham Young University	TCU Neeley School of Business
California State University, San Bernardino	Texas Christian University
Catawba College	Texas Tech University
The Claremont Colleges Services	The Claremont Colleges
Colorado State University	The Ohio State University
Columbia University	The University of Michigan
DeSales University	The University of North Florida
Emory University	The University of Southern Mississippi
Fairmont State University	The University of Wisconsin – Madison
Florida A&M University	UA Little Rock
Framingham State University	UCLA
Francis Marion University	UNC Wilmington
Georgetown Day School	University of Alabama in Huntsville
Harvey Mudd College	University of Chicago
Indiana University–Purdue University Indianapolis	University of Guam
Indiana University	University of Houston
Jackson State University	University of Illinois
Johns Hopkins University	University of Miami
Kalamazoo College	University of Michigan
Lee College	University of Oregon
Lewis University	University of Pennsylvania
Loyola University Maryland	University of Pittsburgh School of Education
Messiah University	University of Richmond
Michigan State University College of Nursing	University of South Carolina Upstate
Montclair State University	University of Virginia
New York University	University of Wisconsin-River Falls
NJIT	Villanova School of Business
Northern Michigan University	Virginia Tech
Oberlin College	Western Michigan University
Oregon Health & Science University (OHSU)	Western New England University
PennState	William & Mary
Princeton University	Yale School of Management

Titles (excludes duplicate or similar titles):

Admissions Marketing Specialist
 Assistant Director of Digital Communications
 Asst Director of IT, Web and Business Systems
 Assistant Director of Communication and Technology
 Assistant Director of Marketing
 Assistant Director, Digital Engagement
 Assistant Vice President
 AVP for Communications and Community Relations
 AVP Digital Strategy & Communications Initiatives
 Assistant VP for Enrollment and Marketing
 Associate Director of Communications
 Associate Director of Digital Alumni Engagement
 Associate Director of Digital Content
 AVP for Communications, Marketing & Creative Strategy
 Associate VP for Marketing and Communications
 Associate Vice President for Univ. Relations
 AVP, Marketing
 AVP of University Web Services
 CMO
 Chief Communications Officer
 Chief Marketing Officer
 Chief Marketing & Communications Officer
 Chief Recruitment Officer
 Communication & Outreach Coordinator
 Communication Specialist
 Communications Coordinator
 Communications Manager
 Communications Specialist
 Communications/Content Manager
 Creative Director
 Department Head
 Development & Outreach Specialist
 Digital and Social Media Coordinator
 Digital Communications Director
 Digital Content and Event Coordinator
 Digital Marketing Specialist
 Digital Marketing & Branding Specialist
 Digital Media Specialist
 Director, Enrollment Communications
 Director of Brand Strategy and Creative Services
 Director of Communication and Digital Strategy
 Director of Creative Services
 Director, Digital Communications
 Director of Digital Comm. and Marketing
 Dir. of Enrollment Management Communications & Marketing
 Director of Enrollment Marketing and Communications
 Director of Marketing
 Director of Marketing and Analytics
 Director of Marketing & Communications
 Director of Media Services
 Director of Recruitment Marketing
 Director, Student Affairs
 Director of University Relations

Director of Web and Digital Marketing
 Director of Web Communications
 Director of Web Initiatives
 Director of Web Services
 Director of Web Strategy
 Director, Enrollment Communications
 Enterprise Applications Director
 Equity and Diversity Specialist
 Executive Director
 Executive Director of Brand and Marketing Strategy
 Executive Director of Digital Operations
 Exec. Director of External Communications
 Exec. Director of Marketing and Communications
 Exec. Director Web Services
 Front End Developer/UX Specialist
 Head of Marketing
 Interim Programs Manager
 Manager of Communications
 Manager of Digital Content
 Managing Director
 Marketing & Communications Coordinator
 Marketing & Public Relations Director
 Marketing Coordinator
 Marketing Director
 Marketing Specialist
 Media Developer
 Media Services Specialist
 Multimedia Designer
 Multimedia Producer
 Online Content Editor
 Outreach & Engagement Coordinator
 Senior Associate Director, Writing & Content
 Senior Communications & Marketing Officer
 Senior Communications Specialist
 Senior Content Producer
 Sr. Director of Change Management
 Senior Marketing Coordinator
 Senior Marketing Manager
 Senior Website Solutions Architect
 Senior Web Developer
 Senior Website Developer
 Sr. Public Relations and Communications Manager
 University Photographer
 Vice President
 VP of Partnership Development
 VP of Communications
 VP Enrollment and Marketing
 Vice President of Marketing
 Web Channel Manager
 Web Customer and Content Manager
 Web Manager
 Web Manager, Senior
 Web Managing Editor
 Web Services Manager
 Website Content Manager
 Website Design Manager



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Contact:

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Schedule Time to Chat



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eduWeb is a community of higher education professionals and industry partners passionate about advancing their marketing, communications, and digital work from colleges and universities in the U.S. and abroad. Version 4/24/24.