

Summit Justification Doc 2026

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SL:

Request for Approval to Attend Meltwater Summit – May 5–6, 2026 (NYC)

Hi **Manager Name**,

I'm requesting approval to attend Meltwater Summit, taking place May 5–6, 2026 in New York City. **[If applicable: We have been Meltwater customers for [insert number] years and utilize [list solutions].]**

This event is designed specifically for PR, communications, and marketing professionals who are focused on improving how they use data, apply media intelligence, and take advantage of AI to drive business results.

Why this is valuable

The Summit agenda features sessions led by senior leaders and practitioners from a wide variety of brands like NBCUniversal, McDonalds, Pfizer, JP Morgan, and Lonely Planet. It's also an opportunity for me to meet others in my field through mCommunity meetups, gain hands-on support from product experts, and hear firsthand about what's on the horizon in product innovation.

Some topics I'm excited about include: **[pick and choose based on what's most relevant to you]**

- How leading brands turn social listening into strategic intelligence (including how the McDonald's "McCaviar" campaign was sparked by a social insight)
- Breaking down PR & marketing silos to create culturally relevant influencer campaigns that drive viral impact with SHIEN
- Turning data into stories that drive action with the head of marketing at Canva
- The art of building and maintaining effective long-term creator partnerships with insights from the Lonely Planet social media team
- A panel on Practical GEO measurement for PR featuring comms leaders from high profile enterprises including American Express, Priceline, and NAACP
- How the social intelligence leads at JP Morgan, Disney Experiences and Pfizer secure executive buy in and structure social listening workflows

- A deep dive into the latest G2 report (with G2's VP of Marketing) and what it says for brand leaders responsible for shaping narrative, credibility, and visibility in an AI-first discovery landscape
- Practical ways to translate corporate messaging into culturally relevant moments using social listening from the global communications VP at Mars, Incorporated

How this supports our priorities

These sessions speak directly to the following areas our team is focused on now, and where we intend to continue developing. After the event I plan to present a summary of key takeaways and recommended actions, pertinent to:

- [Insert priority or initiative]
- [Insert priority or initiative]
- [Insert priority or initiative]

Other Strategic Value to be Gained from Summit:

- Networking with PR and marketing thought-leaders
- An understanding of emerging trends and the practices we should be adopting
- Learning how the Meltwater platform is evolving to further meet the need to keep up with real-time narratives.
- The opportunity to evaluate our current workflows and processes to optimize productivity and output
- Session recordings and materials we will be able to reference after the event

Estimated cost

- Registration: \$XXX
- Travel & accommodations: \$XXX
- **Total: \$XXX**

Attending Meltwater Summit will ensure we continue to innovate, improve team effectiveness, and maximize cross-functional collaboration — serving better business outcomes.

Please let me know if you approve or would like additional details.

Thank you,
[Your Name]