

Whether you're looking to attend or encouraging someone else to, this overview makes it easy to share the value of the event. Feel free to use or personalize the note below when sharing this with your manager, colleague, or team:

Dear [Name],

I'd like to attend the [2026 AD Functional Success Summit](#), taking place July 13–15 in Orlando, Florida. This event is designed specifically for functional leaders across eCommerce, Marketing, HR, Finance, and IT within AD's independent distributor community.

The Summit offers an unmatched opportunity to grow professionally, collaborate with peers, and bring back actionable strategies that will benefit our team and business, while also earning continuing **professional education (CPE) credits**.

Why This Summit Matters

- **Multi-Functional Collaboration** - Connect with AD peers across core functions, exchanging real ideas and solving shared challenges.
- **Built for Independent Distributors** - This event is tailored for businesses like ours, not large national chains, with content that reflects our specific needs and realities.
- **Open Knowledge Sharing** - Gain fresh perspectives and practical tools in an environment designed to foster candid, solutions-focused discussions.
- **High-Value Content & Keynotes** - Hear from 75+ industry experts and thought leaders who deliver insights that translate into real results.
- **Meet with Best-in-Class Service Providers** - Discover tools, technologies, and partners that can help advance our business strategy and operational success.

What I'll Bring Back:

- Function-specific best practices
- Cross-functional strategies
- New tools and technologies
- Expanded network within the AD community
- Ideas to improve performance and support our business goals

The **HR track** features nationally recognized thought leaders like [Dr. Vijay Pendakur](#), who brings deep expertise in organizational culture, employee engagement, and leadership development, offering practical, research-backed insights HR leaders can apply immediately. Alongside other industry leaders, including AI expert [Nick Pericle](#), these sessions are designed to help HR professionals strengthen their impact, align talent strategies to business goals, and lead confidently through workforce change. Some session topics this year include:

- Manager Effectiveness in the Modern Workplace
- The Recognition Renaissance
- HR's Role in Driving Business Strategy
- Succession Success
- Practical AI for HR
- Creating a Culture of Accountability

Thank you for your time and consideration. I look forward to your support in attending this high-impact industry event.