



Franchise Customer Experience Conference

June 20 – 22, 2023 • Atlanta, GA

Marketing • Technology • Operations

www.francxc.com

Presented By:

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Advisory Board Letter

One of the biggest challenges in franchising today is in building collaboration across teams to tackle big opportunities and help franchisees grow faster. We know that the silos of yesterday won't allow us to stay ahead of changing technology, service delivery and consumer preferences.

Last year's inaugural FCXC taught us new approaches to building collaboration across functional teams to drive satisfaction and success for our customers: consumers, franchisees and employees. We knew we wouldn't come home with all the answers, but learning together with the industry's most engaged franchise executives and solution providers gave us the edge. We saw so many powerful ways in which Marketing, Operations and Technology leaders became more aligned on a shared mission to grow their brands by delivering a better customer experience.

As we've worked with the Franchise Update Team on developing this year's agenda, our focus is on content that helps brand leaders balance the incredible power of new technology with the human element. Incorporating both into plans – and managing change – is key to delivering a frictionless experience, while still building relationships from trusting, credible connections.

We hope that you'll join us as we take what we started last year to the next level. Help us expand and support our growing community of franchise executives who are squarely focused on driving success by delivering outstanding customer experiences.

We look forward to seeing you in June!

- Your FCXC Advisory Board

Sam Ballas
CEO
East Coast Wings
& Grill, myfrii

Jennifer Brandeen
Chief Revenue Officer
IFA

Susan Boresow
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Adam Contos
Partner
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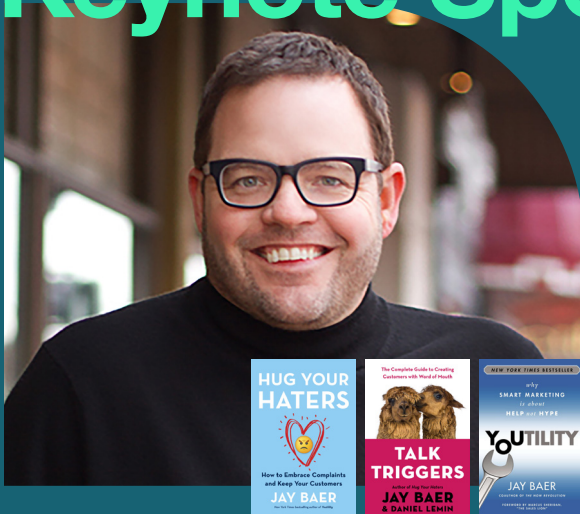
Barbara Moran-Goodrich
CEO
Moran Family of Brands

Meg Roberts
CEO & President
The Lash Lounge

Mary Kennedy-Thompson
COO Franchise Brands
Neighborly

Keynote Speakers

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Jay Baer

“Start a Word of Mouth Revolution for your Brand”

Jay Baer, CSP, CPAE has spent 25 years in digital marketing and customer experience, consulting for more than 700 companies, including 34 of the FORTUNE 500. His current firm – Convince & Convert – provides word of mouth, digital marketing, and customer experience advice and counsel to some of the world’s most important brands.

At FCXC 2023, Jay will share key takeaways from his new book, *Talk Triggers*, the complete guide to creating customers using strategic, operational differentiators that compel word of mouth. He’ll share his strategies for using shifts in technology and customer expectations to gain or keep more customers.



Shawn Kanungo

“Innovate and Disrupt to Become Truly Indispensable”

As a globally recognized innovation and disruption strategist, Shawn Kanungo works at the intersection of creativity, business, and technology. He spent 12 years at Deloitte leading complex projects incorporating artificial intelligence, cloud technologies, behavioral economics, Web3, and more. Today, Shawn is a Partner with Queen & Rook, where he advises leading organizations and executives on disruptive trends and invests in early-stage ventures. Shawn’s work has been featured in the Globe and Mail, The Guardian, CBC, and CTV. He’s been recognized by *Avenue Magazine* as one of their “Top 40 Under 40” and by *Inc. magazine* as one of the “100 Most Innovative Leaders.”

At FCXC 2023, Shawn will draw on his extensive experience to provide attendees with an optimistic roadmap for the future; one that embraces unexpected approaches to innovation to remain competitive and relevant. He’ll also share valuable insights from his book, *The Bold Ones: Innovate and Disrupt to Become Truly Indispensable*.



Tim McIntyre

“What Could Possibly Go Wrong? Build Your Crisis”

Tim McIntyre led public and media relations, crisis communications, investor relations and government affairs as EVP for the world’s largest pizza chain, Domino’s, for 37 years before retiring in 2022. Today, Tim runs T/M Communications, specializing in advising franchise companies on those key topics.

With a former Domino’s franchise owner, Tim co-authored the book, *Hire the American Dream*, featuring stories about how Domino’s helped turn minimum wage employees into millionaires, and by helping hourly entry-level employees become independent franchisees. Tim was named Crisis Manager of the Year by *PR News* magazine and, “Communicator of the Year” by the Detroit Chapter of the International Association of Business Communicators for his handling of a viral video hoax in the early days of social media.

Why Attend?



Customer-Focused Content

With input from our advisory board of franchise marketing, operations, and technology leaders, we've created an agenda built for an outstanding experience – for you and your customers. It's all about bringing together our community to learn best practices, share challenges and go home with winning ideas for growth and customer success.



Networking for Growth

This unique conference is where you'll meet the leaders who are driving innovation for consumer, business, franchisee, and employee success. Attendees will represent a who's who of franchise executives willing to share their ideas, successes and strategies.



Innovation Awards + the AFMR

You won't want to miss the Franchise Update Media Innovation Awards in marketing, technology, operations and human resources – and hearing from the overall award finalists from the stage. You'll also be the first to preview insights from the Annual Franchise Marketing Report (AFMR), the industry's leading benchmarking resource for marketing insights.



Sponsor Product and Service Solutions

Our sponsor networking area is the place to learn about the newest and most effective solutions for supporting faster brand growth and customer success. Don't miss the opportunity to meet vendors focused on helping you optimize your team's effectiveness in improving the customer experience.



Cross-Functional + Developmental Learning

Get maximum impact for your brand. Bring multiple people from different departments OR multiple members from the same team. Either way, extend the learning by attending different sessions and tracks and compare notes. Take advantage of our Buy 2, Get 1 Free Registration offer. **See page 11.**



Who Should Attend?

Marketing, Operations And Technology Leaders

Driving growth and delighting customers – both internal and external – relies on breaking down silos, sharing data and leading teams focused on growth. With dedicated learning tracks for operations, marketing and technology topics, you'll be able to get new ideas and build new relationships with other franchise leaders.

Brand Leaders

If you aspire to grow within your organization through excelling in experience management, you won't want to miss this conference. Leading with a customer-focus is at the heart of the event, with programs, discussions, and speakers to help you learn, grow, and be inspired to reach the next level. Whether you are an up-and-coming franchise executive, middle management, or C-suite executive, this is the conference for you!

Emerging Franchisors

The Franchise Customer Experience Conference will deliver key information that you can apply to your brand growth plan. With new strategies and ideas to delight all your customers, faster growth is your future. You'll learn from your emerging franchisor peers along with leaders from mature brands who are experiencing many of the same challenges and successes.

Franchise CEOs, Presidents & Chief Revenue Officers

You are the foundation of this great event. We continue to offer content targeted to your needs. With the functional lines in operations, technology and marketing disappearing in a rapidly changing world, leading cross functional teams focused on customer success is key to growth.

FCXC Agenda At A Glance

Monday, June 19		Pre-Conference CFE Workshops (Separate Registration Required)	
9:00AM – 4:30PM	Fran-Guard™: IFA’s Franchise Management and Compliance Program. (Lunch provided) IFA Member Rate: \$699.00 / Non-IFA Member Rate: \$899.00		
	IFA FRAN-GUARD is IFA’s Franchise Sales Management and Compliance program. Through this program, the business case for compliance will be demonstrated, along with how a culture of compliance will help you and your staff build a vibrant company, while also helping you protect your system and avoid costly mistakes. This session is especially designed to help senior executives learn how to take proactive steps to reduce risks, manage growth, and build a stronger, healthier franchise system.		
	1:30PM – 4:30PM		
1:30PM – 4:30PM		IFA Pre-Conference CFE Workshop: Everyone Communicates, Few Connect: What the Most Effective People Do Differently (A John Maxwell Program - Separate Registration Required) IFA Member Rate: \$399.00 / Non-IFA Member Rate: \$599.00	
1:30PM – 4:30PM		IFA Pre-Conference CFE Workshop #2- TBA IFA Member Rate: \$399.00 / Non-IFA Member Rate: \$599.00	
Tuesday, June 20		Main Conference	
9:00AM – 11:30AM		Customer Experience Mind Opening Workshops (run concurrently)	
Operations Track – COO/Operations Summit	Marketing Track – CMO/Marketing Summit (exclusive to CMOs)	Marketing Track – Build Your Vision, Mission & Strategy Statement	Technology Track – New Ideas for an Elevated Technology Program
10:15AM – 10:30AM		Coffee Break	
11:30AM – 1:30PM		Lunch in Sponsor Networking Area - Exhibits Open	
1:30PM – 4:00PM		Customer Experience Mind Opening Workshops (run concurrently)	
Operations Track – Driving Franchisee Profits Through Customer Experience	CEO Track – CEO Summit (exclusive to CEOs, Presidents & Founders)	Marketing Track – Build Your Crisis Communication Plan	Technology Track – CTO/Technology Summit
2:45PM – 3:00PM		Coffee Break	
4:00PM – 6:00PM		Cocktail Reception in Sponsor Networking Area - Exhibits Open	

Requires separate registration fee.

Wednesday June 21

7:45AM - 8:15AM	Breakfast		
8:30AM – 9:00AM	General Session – Welcome Presentation of Annual Franchise Marketing Report Topline Results		
9:00AM – 9:20AM	Legislative Update Matt Haller, <i>CEO</i> , International Franchise Association		
9:20AM – 9:40AM	State of the Industry Darrell Johnson, <i>CEO</i> , FRANdata		
9:40AM – 10:30AM	General Session Panel – Leading the Customer Experience & Delivering on Your Promises		
10:30AM – 10:45AM	Coffee Break		
10:45AM – 11:30AM		★ Keynote Speaker – Shawn Kanungo Disruption Strategist; Former Innovation Expert for Deloitte	
11:30AM – 1:15PM	Lunch in Sponsor Networking Area - Exhibits Open		
1:30PM – 2:15PM	Concurrent Breakout Sessions		
Operations Track – Level Up Your FBC Support		Marketing Track – Using AI & ChatGPT to Improve Marketing Copy	Technology Track – AI & Technology of the Future
2:15PM – 2:30PM	Coffee Break		
2:30PM – 5:45PM	General Session		
2:30PM – 3:30PM	Operations & Technology Innovator of the Year Finalists Presentation Four finalists present their Innovation program.		
3:30PM – 4:30PM	Franchise Marketing Innovator of the Year Finalists Presentation Four finalists present their Innovation program.		
4:30PM –5:45PM		★ Customer Experience Roundtable Challenge Session Keynote Speaker – Jay Baer Digital marketing and brand loyalty customer service expert and New York Times best-selling author	
6:30PM – 8:30PM	Dinner & Presentation of Franchise Marketing Leadership and Franchise Operations & Technology Awards at Maggiano’s Little Italy		

Thursday June 22

9:00AM – 10:30AM	Build Your Action Plan for an Elevated Customer Experience Program Workshop (breakfast is provided)
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Maximize Your Conference Experience

Learning

Review the agenda and choose the sessions you'd like to attend. Meet with your brand partners to ensure you're covering all the content you want to explore. Our content is designed to help you increase your proficiency in your current role, along with building collaboration across departments in marketing, operations and technology.

Attend all sessions to ensure you're taking advantage of the full agenda. Be sure to attend the final session that will help you put an action plan in place to execute when you return to your office.

Meet New People

The Franchise Customer Experience Conference attracts leading franchise C-suite executives from across the industry. You will find this conference provides the best networking between the sessions, in the Exhibit Hall and in the relaxed gathering areas of the InterContinental Buckhead.

Determine who you would like to meet during the event and reach out to introduce yourself. Our Event Mobile App allows you to join the conference Community where you can connect directly with other attendees. You may also choose to contact them through LinkedIn.

Find Product & Service Solutions

The Sponsor Networking Area boasts some of the industry's brightest, creative and innovative sponsor products and solutions. Determine what challenges you have and which sponsors you can speak with to learn more about how they can help you. There are two ways to research potential sponsors/solutions.

- Profiles of each sponsor can be found on the website along with links to their websites. This information is also available through the conference mobile app.
- A Sponsor Solutions Toolkit will be emailed the week prior to the conference. The Toolkit includes franchisor business case studies of participating sponsors. This will give you information on how the sponsors can help your business.

Learn more about the sponsors, set up meetings or stop by their tables in the Networking Area. Take advantage of every opportunity to connect with someone new and expand your knowledge!





23 FRANCHISE INNOVATION AWARDS



The Franchise Innovation Awards from Franchise Update Media recognize the franchise brands that are creating and implementing the most original and successful business innovations in the U.S. These annual awards recognize franchise organizations that demonstrate forward-thinking and smart execution of new approaches to building market share and engaging employees and customers for brand growth.

Recognition at the Franchise Customer Experience Conference

Winners in the Marketing & Branding and Operations & Technology categories will be celebrated at the Franchise Customer Experience Conference in Atlanta on June 20-22, 2023. **Finalists for the Franchise Marketing Leadership and the Operations & Technology Leadership Awards will be invited to share their innovation story at the 2023 Franchise Customer Experience Conference.** This is a great opportunity to showcase your brand to your peers. The winners of the Franchise Marketing Leadership and Operations & Technology Leadership Awards will be announced at the awards dinner on June 21, along with category winners.

**Recognizing franchising's most innovative companies
– game changers and disruptors**

Entries for nominations are now open. Deadline for Entries: April 14, 2023

Scan the code to
Enter a Nomination:



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Registration

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IFA Pre-Conference CFE Workshops

(does NOT include access to main conference)

Monday June 19

Registration Includes:

- Access to Monday's Pre-Conference CFE Workshops ONLY (to register for the full main conference, please select another option)
- Access to 1 of 3 afternoon CFE workshops OR Fran-Guard

Ticket Type	Price
Non-IFA Member Fran-Guard	\$899
IFA Member Fran-Guard	\$699
Non-IFA Member Pre-Conference CFE Workshops	\$599
IFA Member Pre-Conference CFE Workshops	\$399

IFA Member Main Conference Registration

(must be an IFA Member to receive discount)

Tuesday June 20 - Thursday June 22

Registration Includes:

- Access to all main conference sessions (mind-opening workshops, general session, breakouts, closing session)
- Breakfast, Lunch, Cocktail Reception
- Closing Awards Dinner at Maggiano's

Ticket Type	Franchisor Best Rates (ends 4/28)	Franchisor Early Rate (ends 5/26)	Franchisor Regular Rate
Franchisor Non-IFA Member	\$700	\$800	\$995
Franchisor Non-IFA Member Ticket Special Buy 2, Get 1 FREE	\$1400	\$1600	N/A

Non-IFA Member Main Conference Registration

Tuesday June 20 - Thursday June 22

Registration Includes:

- Access to all main conference sessions (mind-opening workshops, general session, breakouts, closing session)
- Breakfast, Lunch, Cocktail Reception
- Closing Awards Dinner at Maggiano's

Ticket Type	Franchisor Best Rates (ends 4/28)	Franchisor Early Rate (ends 5/26)	Franchisor Regular Rate
Franchisor Non-IFA Member	\$745	\$845	\$1045
Franchisor Non-IFA Member Ticket Special Buy 2, Get 1 FREE	\$1490	\$1690	N/A

Ticket Type Policies

Please visit the conference website at www.francxc.com for all registration policies.

Substitutions

We are happy to accommodate substitutions up until 2 business days prior to the event. Substitutions will NOT be allowed on-site.

Please email fcxc@franchiseupdatemedia.com for assistance.

Refunds & Cancellations

The special rate of 3 registrations for the price of 2 registrations is a package rate. If any one of the 3 registered attendees cancels this package, there will be no refunds. Any of the 3 registrations can be swapped for another person, under the same brand, up to 48 hours prior to the event.

Please provide cancellations to Franchise Update Media by **FRIDAY, MAY 19, 2023** to fcxc@franchiseupdatemedia.com. Your registration fee will be refunded, less a **\$100 PROCESSING FEE PER PERSON**. After May 19, 2023, no refunds or credits will be issued.

We reserve the right to cancel any registrations that do not abide by our policies.

*Your FCXC registration includes a free subscription to Franchise Update Magazine, The Annual Franchise Marketing Report eNewsletter and other related information.



Welcome to the InterContinental Buckhead Hotel

The 2023 Franchise Customer Experience Conference will return to Atlanta at the InterContinental Buckhead Hotel to accommodate the growing interest in customer experience and its role in franchise system growth.

ROOM BLOCK EXPIRES MAY 23, 2023 SPECIAL ROOM RATE – \$229 PER NIGHT

For the best rate, please call (877) 622-2115 and identify yourself as part of the Franchise Customer Experience Conference to receive our special rate. A limited number of rooms have been set aside for conference attendees. This rate expires Tuesday, May 23, 2023 or when room block is full.

InterContinental Buckhead

3315 Peachtree Road, N.E.

Atlanta, Georgia 30326 USA

For Reservations: (877) 422-8254

Please note that we DO NOT work with third-party room brokers.