

2026 FGMC Agenda			
June 2, 2026		Full Conference - Workshops	
8:00AM – 9:00AM		Breakfast & Open Networking	
8:00AM – 9:00AM		Meet Your Match – Sponsor Service Conversations	
9:00AM – 10:15AM		<p>Concurrent Content Pathways</p> <p>Content Pathways are curated learning journeys designed to guide attendees through the topics and skills that matter most to them. Each pathway connects workshops, breakout sessions, and discussions around a common theme—helping participants dive deeper, build expertise, and explore subjects in a structured yet flexible way.</p> <p>Pathway 1: Driving Store-Level Results Pathway 2: Winning Today’s Value-Driven Guest Pathway 3: Martech, AI & Data That Actually Drives Growth Pathway 4: Leading the Modern Franchise Marketing Org</p>	
Driving Location-Level Results	Winning Today’s Value-Driven Guest	Martech, AI & Data That Actually Drives Growth	Leading the Modern Franchise Marketing Org
<u>Understanding the Ad Fund</u> - Explore how your system-wide advertising fund is structured, spent, governed, and measured so you can confidently evaluate ROI, ask better questions, and align brand-level marketing with your local goals.	<u>Value-Driven Loyalty in a Fragmented World:</u> Designing relationship-based programs and full-funnel journeys that turn price-sensitive consumers into high-value, multi-tier loyalists.	<u>Data, Dashboards, and Always-On Journeys</u> – Building the data foundations and governance that turn fragmented reporting into always-on customer journeys and profitable unit-level growth.	CEO Summit (half day - exclusive to CEOs, Presidents and Founders)
10:15AM – 10:30AM		Break	
10:30AM – 11:45AM		Content Pathways	
Driving Location-Level Results	Winning Today’s Value-Driven Guest	Martech, AI & Data That Actually Drives Growth	Leading the Modern Franchise

			Marketing Org
<u>Build a Campaign Strategy that Delivers Results</u> : building a connected 12-month campaign strategy and a 90-day Diagnose → Discover → Plan → Prioritize playbook anchored to unit level economics (ULE) and key performance indicators (KPI).	<u>From Data to Action</u> : Turning CX and loyalty data into local operational improvements, “value innovation” around offers and margin, and transparent insights franchisees trust.	<u>Innovation, Partners, and Proving ROI</u> – Creating a martech innovation engine that tests and scales new tools, makes smarter platform and vendor bets, and showcases case-driven results franchisees believe in.	CEO Summit Continues (Half Day - exclusive to CEOs, Presidents and Founders)
12:15PM – 1:30PM	Opening General Session & Lunch Chairwoman Welcome – Shana Krisan, CMO, Goldfish Swim Schools Sponsor/Franchisor Case Study Presentations		
1:30PM – 2:30PM	Keynote Speaker: Michael Koch, <i>Co-Founder & CEO</i> , HubKonnnect – Hyperlocal Intelligence: AI That Optimizes Revenue at Every Location		
2:30PM – 2:45PM	Break		
2:45PM – 4:00PM	Content Pathways		
Driving Location-Level Results	Winning Today’s Value-Driven Guest	Martech, AI & Data That Actually Drives Growth	Leading the Modern Franchise Marketing Org
<u>Unit-Level Economics in Practice</u> : moving from return on ad spend (ROAS) to profit-based, P&L-linked KPIs and designing pilots that scale from test markets to systemwide wins.	<u>Sales and Conversion Engines that Close the Loop</u> : Call-center strategies, automation assist, and practical email/SMS/chat/remarketing that track through to repeat visits and referrals	<u>Modern Martech Stack Design</u> – Defining what’s core, what’s experimental, and what to cut in your 2026 stack, with practical guardrails for budget, integration, and franchisee usability.	<u>CMO Summit: Marketing ROI, Culture, and Financial Acumen from Franchisee to PE Sponsor</u> How leaders scale cultural and operational

			consistency, elevate franchisee financial acumen, and tell a compelling ROI story to franchisees, boards, and private equity.
4:15PM – 5:00PM	General Session Content TBD The Changing Consumer Behaviors & Demographics – Morning Consult(?) Or Keynote Speaker TBA -The New Value-Driven Consumer & Today’s Loyalty		
5:00PM – 7:00PM	Opening Reception in Networking Area – Exhibits Open		

June 3, 2025	Conference Day 2
7:30 AM – 8:00 AM	Breakfast
8:00 AM – 11:30AM	General Session
8:00 AM – 8:30 AM	Welcome; Chairwoman Welcome – Shana Krisan, <i>CMO</i> , Goldfish Swim School
8:00AM – 9:00AM	Breakfast & Networking Roundtables
9:00AM – 9:30AM	Keynote Speaker – Brand CMO TBA
9:30AM – 10:00AM	Brand Story / Evolution - Brand Cross-Disciplined discussion
10:00AM – 10:30AM	Networking Coffee Break
10:30AM – 11:00AM	Operations & Technology Innovation Finalist Presentations
11:00AM – 11:30AM	Marketing Innovation Finalist Presentations
11:30AM – 11:45AM	AFMR Results
11:45AM – 1:45PM	Lunch Break & Presentation of the Franchise Innovation Awards
11:45AM – 12:15PM	Lunch Break & Networking, conversation and meeting new people
12:15PM – 1:00PM	Sponsor/Franchisor Case Studies
1:00PM – 1:45PM	Presentation of Innovation Awards
1:45PM – 3:15PM	Content Pathways

Driving Location-Level Results	Winning Today's Value-Driven Guest	Martech, AI & Data That Actually Drives Growth	Leading the Modern Franchise Marketing Org
<p><u>One Brand, Many Markets</u>: building campaigns that flex for every system stage and market size, using creative franchisees actually adopt and local-first storytelling that fuels community and regional outperformance for driving profitable franchisee growth as well as franchise brand growth.</p>	<p><u>Omnichannel CX Playbooks for Franchises</u>: Connecting web, app, third-party, and in-location customer experiences with aligned messaging, offers, and service that franchisees can execute.</p>	<p><u>AI in the Field and at Scale – Deploying AI copilots for local content, lead gen, and operations while using GenAI to scale creative, media, and personalization without breaking brand standards.</u> Deploying AI copilots for local content, lead gen, and operations while using GenAI to scale creative, media, and personalization without breaking brand standards.</p>	<p><u>The Growth Marketing Suite: Designing Leadership, Talent, and Orgs for Data- and AI-Driven Franchise Performance</u> - CMO-level conversations on organization design, next-gen CMO skills, and cross-functional integration across marketing, ops, finance, tech, and development to drive world-class unit economics.</p>
3:15PM – 3:45PM	Networking Break		
3:45PM – 5:00PM	Keynote Speaker Roundtable Challenge Session		
5:00PM – 7:00PM	Opening Reception in Networking Area – Exhibits Open		

June 4, 2025	Conference Day 3
8:30AM – 9:00AM	Breakfast
9:00AM – 10:30AM	Closing Pathways
	<u>Field-Ready Local Marketing</u> : create on-the-ground action with a practical local store marketing strategy, a clear location-based playbook, and proven ways to earn real franchisee buy-in.
	<u>Structure Your Marketing Team to Support Platform Brands</u> - Learn how to organize roles, processes, and resources within your marketing team so they can efficiently build, manage, and grow multiple platform brands under one cohesive strategy.
10:30AM	Conference Concludes

Would it be possible to set up a separate tab to share the descriptions for the Content Pathways?

Content Pathway Descriptions

Pathway 1: Driving Store-Level Results

This pathway is for leaders who see marketing as the engine that brings in guests, grows tickets, and drives profit in every location. It's all about turning big-brand strategy into local wins, giving franchisees the data and coaching they need, and building simple playbooks that get used in the field. You'll see sessions on location-level excellence, hands-on LSM workshops, turning dashboards into action, field coaching in the real world, and "location economics labs" where teams roll up their sleeves to diagnose underperformance and rebuild the marketing and CX plan for actual franchise locations.

Pathway 2: Winning Today's Value-Driven Guest

This track digs into how today's value-conscious, unevenly recovering ("K-shaped") consumers decide where to visit, what makes them stick, and how much they spend—and what that means for your loyalty, offers, and guest experience. You'll explore Today's Loyalty, moving beyond points to real relationships, plus experience-led growth when every dollar is scrutinized and personalization that shows up everywhere: in your apps, in-store, and through emerging AI shopping agents. Sessions break down real omnichannel journeys for franchise brands and show how to turn loyalty and CX data into sharper offers and smarter location-level operations while still protecting margin.

Pathway 3: Martech, AI & Data That Actually Drives Growth

This track treats martech, AI, and data as your marketing operating system—not a shiny-object tools fair. It's about real AI-embedded marketing, what a modern 2026 franchise martech stack should look like, and how first-party data and identity become the new backbone of your P&L. Attendees will see GenAI in action for creative, media, and analytics; always-on automated journeys that franchisees can flip on without breaking anything; and AI "co-pilots" that help franchisees and field teams with local media, offers, and SOPs—wrapped in governance and measurement that real brands can live with.

Pathway 4: Leading the Modern Franchise Marketing Org

Built for CEOs, CMOs, COOs, and senior leaders, this track is about how to design and lead a modern franchise marketing engine that actually delivers growth. You'll dig into the CMO as growth architect, org design for data and AI-driven marketing, and where martech, data, CX,

and field enablement should really sit. We'll unpack how to upskill marketers for AI and analytics, build a true test-and-learn culture, and structure incentives and governance so marketing earns the right to own more of the customer and unit-level P&L. Closed-door C-suite forums will get candid about PE expectations, profit pressure, and what to do when unit performance is all over the map.