



Amplify

EMERGING FRANCHISOR CONFERENCE

NOVEMBER 10-12, 2025 | NASHVILLE

Amplify Your Brand

**Franchise Relations: Composing a Playbook in
Perfect Harmony with Communication**

iFA INTERNATIONAL
FRANCHISE
ASSOCIATION

Facilitated By:



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Active
Campaign ➤

Session Sponsor

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Objectives:

- Outline a communication playbook for your system
- Foster trust and alignment through structured communication
- Leverage AI to enhance transparency, feedback, and adaptability

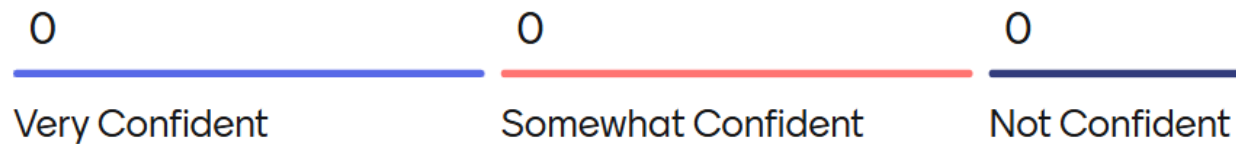
“In a franchise system, communication isn’t just a best practice, it’s a *strategic advantage*”



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Mentimeter

How confident are you that your franchisees feel *heard & informed*?



AT

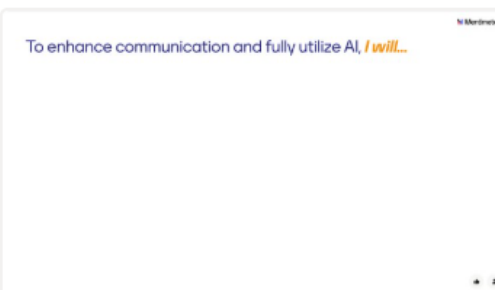


Menti

Franchisee Confidence



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Four Pillars of a structured Communication Plan

Transparency

Two-way
Feedback

Consistency &
Cadence

Evolution &
Adaptability

Transparency

Open, honest flow of information.

- Newly awarded franchisees and territories
- Additions or changes in Franchisor staffing
- Milestones achieved
- Leading performers
- Force rankings or cohorts
- External influences and how they are being addressed

Two-way Feedback

Dialogue that drives performance!

- FBR or similar survey of franchises about the franchisor
- Advisory Council
- Committees
- In-market meetings
- Polls
- FBC Insights

Consistency & Cadence

Predictable, professional rhythm.

- Weekly
- Monthly
- Quarterly
- Annual Conference
- Expected and Valuable

Evolution & Adaptability

Systems the grow with your network.

- Communication between award and opening
- Year one communication
- Steady state communication
- Market level
- Cohort
- System-wide

Transparency

Current State

Two-way Feedback

Current State

Consistency & Cadence

Current State

Evolution & Adaptability

Current State

WHO communicates what, when, and how?

WHERE are the breakdowns or redundancies?

HOW do franchisees currently share input/ideas?

AI Enhancements to Communication

AI strengthens franchisor–franchisee partnerships across all stages.

Delivers real-time, scalable, and personalized communication.

Drives consistency, efficiency, and mutual success.

AI at Every Stage



Fran Dev & Lead Engagement:

AI chatbots and email automation provide instant, personalized responses.

Predictive lead scoring prioritizes qualified franchise candidates.

Sentiment analysis surfaces motivations and early concerns

Onboarding & Training Communication:

AI-driven LMS platforms personalize onboarding materials per franchisee.

Conversational AI supports 24/7 training Q&A.

AI tools simplify complex manuals into micro-learning snippets.

Operational Support & Field Communication:

Virtual AI assistants route questions to correct departments.

Real-time dashboards

Performance Management & Continuous Feedback:

AI sentiment analysis detects early signs of franchisee dissatisfaction.

Predictive analytics anticipate operational issues.

AI-powered surveys turn feedback into actionable insights

Brand Consistency & Marketing Communications:

Generative AI ensures tone and compliance in local marketing.

Automated tools produce multi-channel campaigns with consistency.

AI localization supports communication across markets.

Steady State Operations & Culture Building:

AI supports ongoing updates, promotions, and policy changes.

Predictive scheduling optimizes timing for communications.

Insights dashboards promote transparency and accountability.

Playbooks Evolve with Brand Growth

Transparency

Two-way
Feedback

Consistency &
Cadence

Evolution &
Adaptability

Franchise
Development &
Lead
Engagement

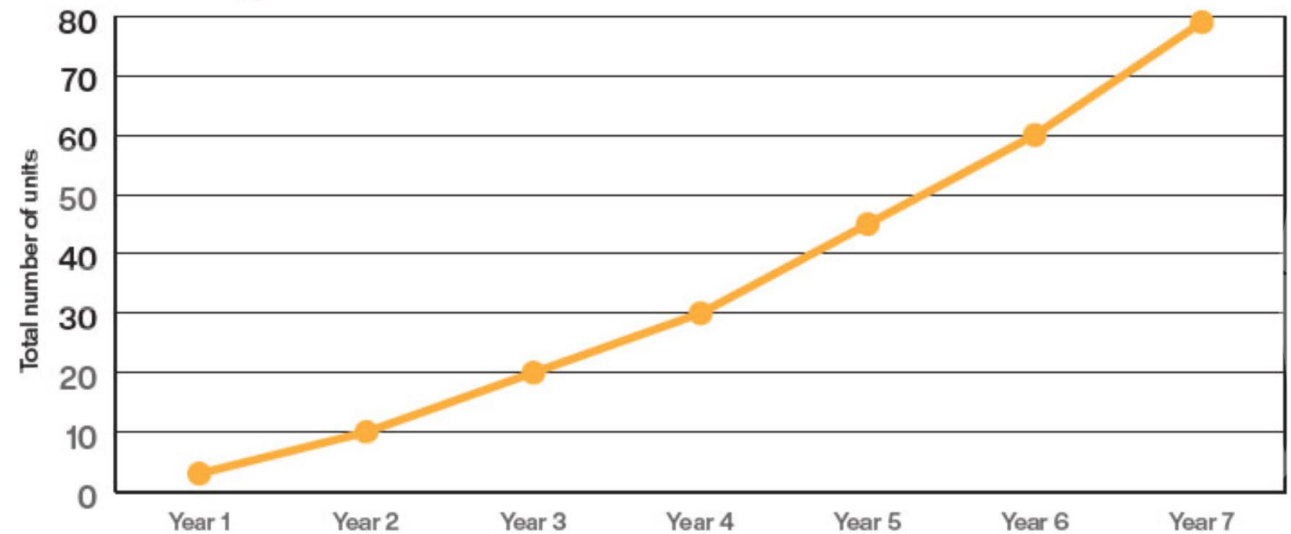
Onboarding
& Training
Communication

Operational
Support & Field
Communication

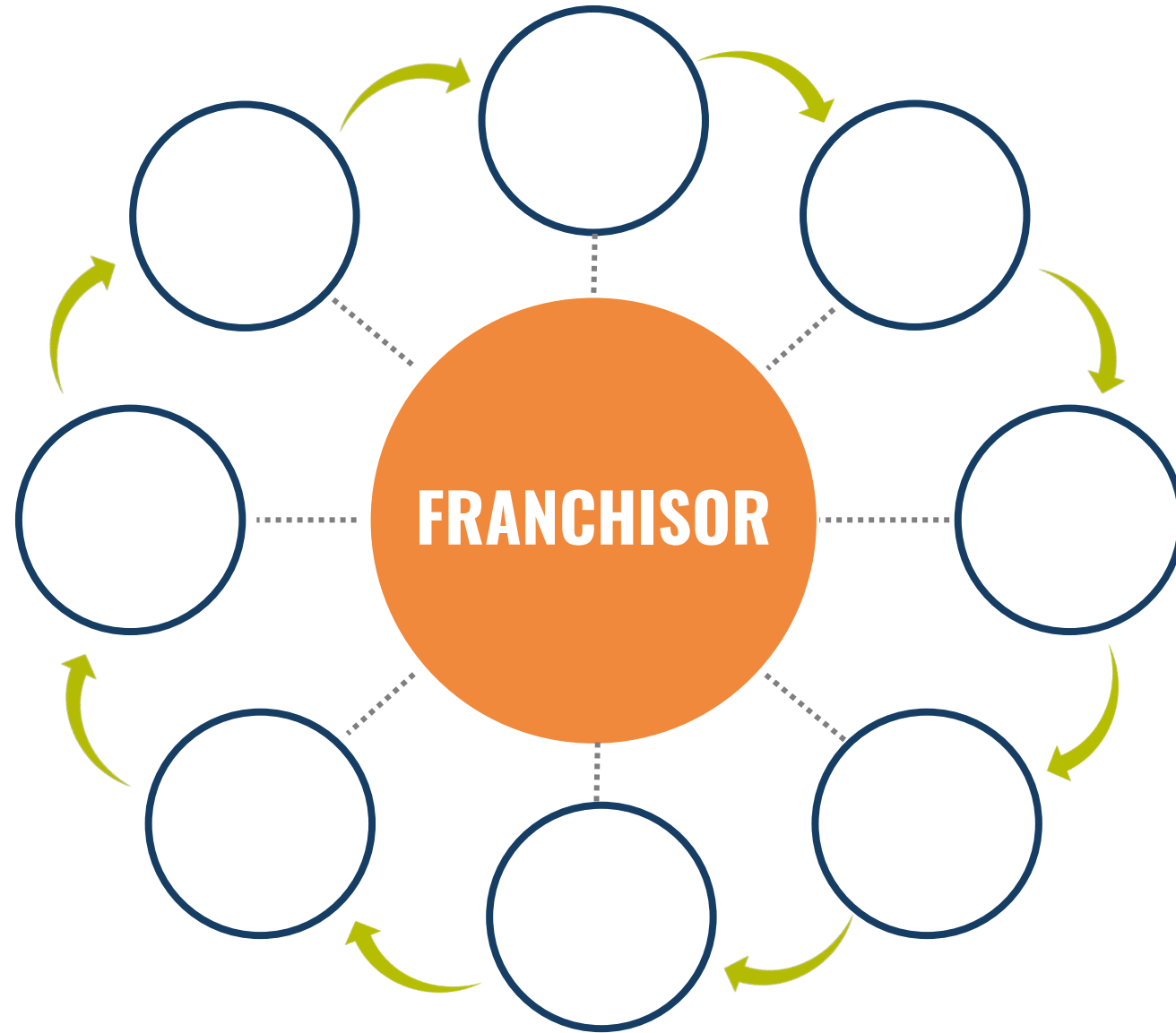
Performance
Management &
Continuous
Feedback

Brand
Consistency &
Marketing
Communication

Steady State
Operations &
Culture
Building



Playbook





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Franchisee Confidence



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To enhance communication and fully utilize AI, *I will...*

To enhance communication and fully utilize AI, *I will...*

All responses to your question will be shown here

Each response can be up to 200 characters long

Turn on voting to let participants vote for their favorites



Thank you for
joining us today!