

# FCXC

20  
24

Franchise Customer Experience Conference

June 17 – 20, 2024 • Atlanta, GA

Marketing | Operations | Technology

Best Rates  
+ Buy 2 Get 1  
FREE Special  
end 4/29



## Experience Growth

Powerful knowledge and networking for franchise leaders driving growth through franchisee and consumer experience.

[www.francxc.com](http://www.francxc.com) #francxc24

Presented by

FRANCHISE  
UPDATE  
MEDIA

GROW WITH US



INTERNATIONAL FRANCHISE ASSOCIATION

©2024 Franchise Update Media

# Bigger Growth from Better Collaboration:

Technology, marketing and economic trends are changing customer experience expectations like never before. Franchise leaders responsible for the franchisee and consumer experience drive better results when they work together.

That's why we created The Franchise Customer Experience Conference; to deliver a learning and networking event for franchise executives responsible for experience management of the multiple types of customers within the unique franchise model.

This conference delivers insight and inspiration for leaders who serve consumers, franchisees and employees in a time of rapid change. A unique event and agenda created to help franchise leaders best leverage marketing, operations and technology resources for brand success. Join us June 17-20 to lead your brand's customer experience to the next level.

**“This is my favorite conference of the year!”**

– Jack Monson, CEO, BrandJ

2 | [www.francxc.com](http://www.francxc.com) | Register Today!





# Welcome Letter

from the FCXC Chair  
**Clarissa Bradstock**

Dear Franchise Peers,

I am honored to be the Chair of the 2024 Franchise Customer Experience Conference.

In a world where technology, marketing and economic trends are rapidly evolving, the expectations for customer experiences are being reshaped like never before. The pace at which these changes are occurring presents both challenges and opportunities for franchise systems.

This conference is the only event of its kind, designed specifically for franchise executives focused on enhancing the customer experience. It offers unique insights and strategies focusing on the latest trends in technology, AI and consumer demands for a faster, better experience.

Beyond the formal sessions, this conference gives attendees the opportunity for great peer-to-peer networking. Connect with C-suite executives, technology, operations and marketing professionals who understand your challenges and can share proven solutions. These interactions provide valuable perspectives that can help reshape your approach to the customer experience.

Attendees will leave with practical, actionable strategies that can be implemented to enhance the customer experience across their franchise systems. Our goal is to ensure that you have the tools and insights necessary to elevate your brand's customer experience.

Our sponsors are experts in their respective fields, offering cutting-edge solutions to the specific challenges franchisors face today. Engaging with them can open new avenues for your business to tackle operational, marketing and technological hurdles efficiently.

Now is the time to embrace the rapid changes and challenges we face in the franchise industry. By coming together to share knowledge and explore innovative practices, we can turn these challenges into opportunities for growth and unparalleled success.

A stylized, handwritten signature in white ink, appearing to read 'Clarissa', with a long horizontal line extending to the right.

Sincerely,  
**Clarissa Bradstock**  
CEO, Any Lab Test Now  
Chair, Franchise Customer Experience Conference



# Keynote Speaker

## Mike Walsh

*CEO of Tomorrow, a global innovation consultancy*

Mike Walsh is the CEO of Tomorrow, a global consultancy on designing companies for the 21st century. For the past twenty years, he has been a leading authority on disruptive innovation, digital transformation and new ways of thinking. A global nomad from a diverse ethnic background, futurist and author of three bestselling books, Mike advises some of the world's biggest organizations on reinvention and change in this new era of machine intelligence.

A specialist in AI-powered transformation, Mike's work and research was recently profiled by the Rotman School of Management. His talent is being able to bridge the two worlds of disruptive technology and business leadership, translating deep tech into pragmatic recommendations for leaders to seize new opportunities, transform their organizations and change their own thinking.

Mike is a prolific researcher who interviews innovators, scientists, entrepreneurs and corporate revolutionaries every year. Many of these conversations feature in his popular podcast, *Between Worlds*. A skilled facilitator, he excels at fireside chats with CEOs, customers and other thought leaders. He brings this consultative approach to personalizing insights and recommendations for his audiences, specializing in identifying 'mind grenades' or provocative questions that will challenge your team and stretch their thinking.

A prolific writer and commentator, Mike's views have appeared in a wide range of international publications including *Inc. Magazine*, *BusinessWeek*, *Forbes* and the *Wall Street Journal*. Recently, LinkedIn invited Mike to publish his weekly newsletter *Tomorrowist* about next generation leadership. A regulator contributor to the *Harvard Business Review*, his articles explore a wide range of cutting-edge leadership topics including data-driven decision making, agile organizations, algorithmic management and AI ethics.

# Advisory Board

The conference Advisory Board is composed of franchisor leaders responsible for operations, marketing and technology in their brands. These brands represent all service sectors of the franchise industry.

They have been instrumental in helping build the foundation and format for this great event. Please join us in thanking them for their commitment to helping you create an enhanced experience for your customers and franchisees.

## **Kory Angelin**

*President*  
The DRIPBar

## **Ryan Aschauer**

*Chief Information Officer*  
Floor Coverings International

## **Sam Ballas**

*CEO, President & Founder*  
East Coast Wings + Grill,  
Sammy's Sliders

## **Susan Boresow**

*Former CEO & President*  
Massage Heights

## **Clarissa Bradstock**

*CEO*  
Any Lab Test Now  
**2024 Conference Chair**

## **Jennifer Brandeen**

*COO*  
International Franchise  
Association

## **Adam Contos**

*CEO*  
Port of Subs

## **Ericka Garza**

*Former CEO & President*  
Au Bon Pain

## **Russell Hoff**

*COO*  
Massage Heights

## **Shana Krisan**

*CMO*  
Goldfish Swim School

## **Heather McLeod**

*CGO*  
Authority Brands

## **Barbara Moran-Goodrich**

*CEO*  
Moran Family of Brands

## **Meg Roberts**

*CEO & President*  
The Lash Lounge

## **Mike Skitzki**

*COO*  
Goldfish Swim School

## **Mary Kennedy-Thompson**

*COO, Franchise Brands*  
Neighborly



The Franchise Innovation Awards, produced by Franchise Update Media, recognize the franchise brands that are creating and implementing the most original and successful business innovations in the U.S. The 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 (FCXC)**  
Winners in the Marketing & Branding and Operations & Technology categories will be honored at the Franchise Customer Experience Conference in Atlanta on June 17–20, 2024.

**Finalists for the Franchise Marketing Leadership and the Operations & Technology Leadership Awards will be invited to share their innovation story on stage at the FCXC.** 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 ceremony and reception on June 19, along with category winners.



# 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.





“This conference is so great! The CMO Summit was fantastic. This is a great place to be if you’re looking to connect with like-minded individuals with the same things that are on your mind every day.

– Kristen Pechacek  
CEO & President, MassageLuXe

## Why Attend?

Sustained growth in franchising is fueled by great franchisees providing great experiences for their customers.

That’s why the collaboration of franchisor teams in marketing, operations and technology is so critical - these are the leaders who create and support the experience for franchisees and consumers - the heart of delivering the brand promise.

### **GROWTH-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 success and innovation for consumer, franchisee and employee success. Attendees 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, human resources and franchise development – and hearing from the overall award finalists from the general session 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.

# FCXC Agenda At A Glance

<b>Monday, June 17</b>		<b>Pre-Conference CFE Workshops</b>	
<b>9:00AM – 5:00PM</b>	<b>Fran-Guard™: IFA's Franchise Management and Compliance Program (300 CFE education credits)</b> Additional fees apply, lunch provided for this session		
<b>1:00PM – 5:00PM</b>	<b>Drive Breakthrough Performance Through Strategic Business Leadership (4 CFE education credits)</b>		
<b>Tuesday, June 18</b>		<b>Main Conference</b>	
<b>8:30AM – 9:30AM</b>	<b>Welcome to FCXC – Windsor Foyer</b> Enjoy Networking, Coffee & Conversation with FCXC Attendees		
<b>9:45AM – 11:45AM</b>	<b>Mind Opening Summits</b>		
<b>Mapping the Customer Experience Workshop</b>	<b>CTO Summit: Tech Stack Readiness</b> (Exclusive to CTOs)	<b>CEO Summit</b> (Exclusive to CEOs)	<b>CMO/COO Summit</b> (Exclusive to CMOs and COOs)
<b>11:45AM - 12:30PM</b>	<b>Lunch, Learn &amp; Network</b>		
<b>12:30PM - 1:15PM</b>	<b>Roundtables with Conference Sponsors</b> Focused conversations in round table format		
<b>1:15PM – 1:45PM</b>	<b>Opening General Session: Welcome &amp; Opening Remarks</b> <b>Therese Thilgen</b> , <i>Co-Founder &amp; CEO</i> , Franchise Update Media, <b>Jennifer Brandeen</b> , <i>COO</i> , International Franchise Association <b>Clarissa Bradstock</b> , <i>CEO</i> , Any Lab Test Now & <i>2024 Conference Chair</i>		
<b>1:45PM – 2:45PM</b>	 <b>★ Keynote Speaker - Mike Walsh, CEO of Tomorrow, a global innovation consultancy</b>		
<b>2:45PM – 3:00PM</b>	<b>Networking Break</b>		
<b>3:00PM – 5:00PM</b>	<b>General Session</b>		
	<ul style="list-style-type: none"> <li>▪ <b>Legislative Impact on CX - Matt Haller</b>, <i>President &amp; CEO</i>, International Franchise Association</li> <li>▪ <b>General Session Panel – Cross-Functional Approach to CX</b></li> <li>▪ <b>Economic Impact on CX in 2024/2025 - Darrell Johnson</b>, <i>CEO</i>, FRANdata</li> <li>▪ <b>Market Impact on CX in 2024/2025 - TBA</b></li> </ul>		
<b>5:00PM – 7:00PM</b>	<b>Cocktail Reception in Sponsor Networking Area</b>		



<b>Wednesday, June 19</b>		<b>Main Conference</b>	
<b>8:30AM – 10:50AM</b>	<b>General Session</b>		
	<ul style="list-style-type: none"> <li>▪ <b>Welcome Back: Conference Chair, Clarissa Bradstock, CEO, Any Lab Test Now</b></li> <li>▪ <b>General Session Panel - Brand Case Study TBA</b></li> <li>▪ <b>Franchise Marketing Innovator of the Year Finalists Presentations</b> The four finalists present their innovation program</li> </ul>		
<b>10:50AM – 11:10AM</b>	<b>Coffee Break</b>		
<b>11:10AM – 12:10PM</b>	<b>General Session Continues</b>		
	<ul style="list-style-type: none"> <li>▪ <b>Operations &amp; Technology Innovator of the Year Finalists Presentations</b> The four finalists will present their innovation program</li> </ul>		
<b>12:10PM – 12:40PM</b>	<b>Lunch &amp; Open Networking</b> Grab a box lunch and a seat in the General Session Room		
<b>12:40PM – 1:00PM</b>	<b>Afternoon General Session</b>		
	<ul style="list-style-type: none"> <li>▪ <b>Annual Franchise Marketing Report – Topline Results</b></li> </ul>		
<b>1:00PM – 2:00PM</b>	<b>General Session Panel: Monetizing the Customer Experience Across Disciplines</b>		
<b>2:00PM – 2:30PM</b>	<b>Networking Break</b>		
<b>2:30PM – 3:30PM</b>	<b>Concurrent Breakout Sessions</b>		
<b>OPERATIONS TRACK</b> Maintaining Consistent Customer Experiences Across the System	<b>MARKETING TRACK</b> Using Data to Create Personalized Marketing Experiences	<b>TECHNOLOGY TRACK</b> What to Do With a Botched Tech Rollout	
<b>2:30PM – 3:30PM</b>	<b>Meet Your Match with our Supplier Sponsors</b> 2-minute business pitches where franchisors learn about supplier services. Rotates suppliers every 2 minutes		
<b>3:30PM – 3:45PM</b>	<b>Networking Break</b>		
<b>3:45PM – 4:45PM</b>	<b>Concurrent Breakout Sessions</b>		
<b>OPERATIONS TRACK</b> Using AI to Improve Execution and Customer Experience	<b>MARKETING TRACK</b> Marketing Programs That Maximize Spend, Execution & Results	<b>TECHNOLOGY TRACK</b> Utilizing Customer Feedback & Data to Improve Customer Experience	
<b>3:45PM – 4:45PM</b>	<b>Meet Your Match with our Supplier Sponsors</b> 2-minute business pitches where franchisors learn about supplier services. Rotates suppliers every 2 minutes		
<b>4:45PM – 5:00PM</b>	<b>Networking Break</b>		
<b>5:00PM – 5:30PM</b>	<b>Franchise Innovation Awards Ceremony</b>		
<b>5:30PM – 7:00PM</b>	<b>Awards Celebration &amp; Cocktail Reception – Windsor Foyer</b> Cocktails & hors d'oeuvres served		
<b>Thursday, June 20</b>			
<b>9:00AM – 10:30AM</b>	<b>Closing Workshops</b>		
<b>Closing Workshop 1: Franchisee Buy-In &amp; Engagement in CX</b>		<b>Closing Workshop 2: Build Your Customer Experience Implementation Plan – How will you implement your conference learnings?</b>	
<b>10:30AM</b>	<b>Conference Concludes</b>		

# Thank You Sponsors \*as of press time

## Platinum Sponsor

**baesman:**  
We get personal.

## Innovation Awards Sponsor

**thryv**

## Gold Sponsors

answerconnect

CONSUMER  
FUSION

HOT DISH  
ADVERTISING

prisma  
message to market

WEBPUNCH

xpressdocs  
Your Brand. On Demand.

## Keynote Sponsor

**ChoiceLocal**  
Franchise Marketing. Proven Results.

## Breakout Video Sponsor



The **Zest** Lab

## CEO Summit Sponsor

Ironside

## CMO Summit Sponsor

Prisma

## Silver Sponsors

Arkadas Group

Curious Jane

DevHub

FRANdata

iPost

Ironside

Jobber

Listen360

LocaliQ

Location3

Lowen Color Graphics

Mission Disrupt

RocketBarn Marketing

ServiceMinder

ServiceScore

SnapCom

Vendasta

Vya

## Photo Booth Sponsor

Benetrends Financial

## Conference Tote Bag Sponsor

PromoRepublic

## Coffee Break Sponsor

Adplor

## Presentation Resource Sponsor

Netsertive

## Bronze Sponsors

ClickTecs

Fish Consulting

ZOOM1 MEDIA & ADVERTISING

# Registration

## IFA Pre-Conference CFE Workshops

(does NOT include access to main conference)

**Monday June 17**

Registration Includes:

- Access to Fran-Guard OR Afternoon CFE Workshop ONLY (does not include full conference registration).

Ticket Type	Price
Non-IFA Member Fran-Guard	<b>\$899</b>
IFA Member Fran-Guard	<b>\$699</b>
Non-IFA Member Pre-Conference CFE Workshop	<b>\$699</b>
IFA Member Pre-Conference CFE Workshop	<b>\$499</b>

## Franchisor IFA Member Main Conference Registration

(must be an IFA Member to receive discount)

**Tuesday June 18 - Thursday June 20**

Registration Includes:

- Access to all main conference content sessions (including breakfast, lunch, cocktail reception and awards ceremony)

Ticket Type	Franchisor Best Rates (ends 4/29)	Franchisor Early Rate (ends 5/27)	Franchisor Regular Rate
Franchisor IFA Member	<b>\$700</b>	<b>\$800</b>	<b>\$995</b>
Franchisor IFA Member Ticket Special Buy 2, Get 1 FREE	<b>\$1400</b>	<b>\$1600</b>	<b>N/A</b>

## Non-IFA Member Main Conference Registration

**Tuesday June 18 - Thursday June 20**

Registration Includes:

- Access to all main conference content sessions (including breakfast, lunch, cocktail reception and awards ceremony)

Ticket Type	Franchisor Best Rates (ends 4/29)	Franchisor Early Rate (ends 5/27)	Franchisor Regular Rate
Franchisor Non-IFA Member	<b>\$745</b>	<b>\$845</b>	<b>\$1045</b>
Franchisor Non-IFA Member Ticket Special Buy 2, Get 1 FREE	<b>\$1490</b>	<b>\$1690</b>	<b>N/A</b>

### Ticket Type Policies

Please visit the conference website at [www.francxc.com](http://www.francxc.com) for all registration policies.

### Substitutions

We are happy to accommodate substitutions up until 2 business days prior to the event, June 14, 2024. Substitutions will NOT be allowed on-site. Please email [fcxc@franchiseupdatemedia.com](mailto: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 2 business days prior to the event.

Please provide cancellations to Franchise Update Media by **FRIDAY, MAY 17, 2024** to [fcxc@franchiseupdatemedia.com](mailto:fcxc@franchiseupdatemedia.com). Your registration fee will be refunded, less a **\$100 PROCESSING FEE PER PERSON**. After May 17, 2024, 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 2024 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 24, 2024**  
**SPECIAL ROOM RATE - \$239 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 24, 2024 or when room block is full.

**InterContinental Buckhead Hotel**  
For Reservations: (877) 422-8254

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