

IFA 2018

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How to Engage your Franchise Convention Attendees and Non-Attendees

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OBJECTIVES FOR TODAY'S SESSION:

- Understand the importance of engagement
- Share effective tactics for engaging convention attendees
- Learn ways to cascade messaging and involve non-attendees
- Develop your own ideas for engaging your stakeholders

BASICS OF ENGAGEMENT

A person wearing a blue button-down shirt and a blue patterned tie is holding a rectangular piece of light brown cardboard. On the cardboard, the words "I love my Job" are written in black marker. The word "I" is a simple vertical line with a horizontal top and bottom bar. The word "love" is replaced by a solid red heart. The words "my" and "Job" are written in a cursive, handwritten style. The person's hands are visible on the left and right sides of the sign, holding it steady.

I love my Job

ENGAGEMENT

Engagement describes the relationship between the company and its stakeholders (franchisees, employees, shareholders, etc.). It's a measure of how they **feel** about the company and their willingness to put discretionary effort into the relationship and their work.

CULTURE

A company's culture is the **beliefs** stakeholders have about the company. This includes the pervasive values and attitudes that guide its practices.

THE POWER OF CULTURE

Customers will never love a company until the employees love it first.

– *Simon Sinek, Author*

If people really fundamentally believe what you want them to believe, they will walk through walls.

– *Jim Whitehurst, CEO Red Hat*

Corporate culture is the only sustainable competitive advantage.

– *David Cummings, Co-Founder, Pardot*

EMPLOYEE ENGAGEMENT: WHY IT MATTERS

Did you know that companies with engaged employees outperform those with unengaged employees by up to 200%?¹

This makes sense. When employees feel fulfilled and are committed to their work, that energy is channeled into increased performance and improved customer service.



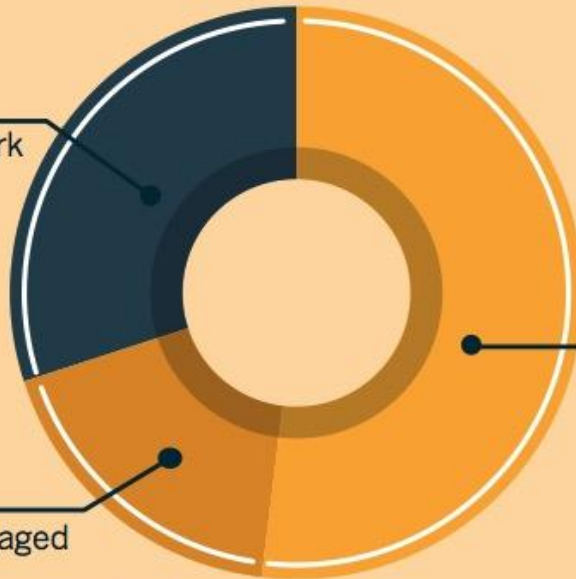
33%

engaged at work



16%

actively disengaged



51%

not engaged



Only 33% of Americans claim that they're engaged at work, 51% are not engaged, and 16% actively disengaged, meaning they may even be participating in behaviors that undermine the accomplishments of their engaged co-workers.²



2:1

For every two engaged employees, there is one actively disengaged team member trying to slow them down.¹



**\$450-550
BILLION**

Gallup estimates that active disengagement costs the U.S. \$450-550 billion per year.¹

CPG

BUILDING ENGAGEMENT

- We have mutual trust
- You listen to me and we have open communication
- You genuinely care about me
- You appreciate me
- We share a meaningful purpose

**BELIEF
THROUGH
EXPERIENCE**



EMPLOYEE LIFECYCLE



STORY TIME



THE ATTENDEE EXPERIENCE

PRE-EVENT ENGAGEMENT



DURING THE CONVENTION



POST-EVENT ENGAGEMENT



PRE-CONVENTION TACTICS

- Teaser Video
- Social Media
- Sponsorship
- Survey
- Geniecast speakers
- Event Committee

The graphic is a promotional poster for the LiveLab Leadership Program. At the top right is the LiveLab logo, which consists of a stylized flame icon and the text 'LiveLab Powered by Geniecast'. Below the logo, the main title 'Leadership: Efficiency and Adaptability' is displayed in a bold, sans-serif font. Underneath the title, a smaller line of text reads '7 EXPERTS • 7 DISTINCT SESSIONS • 1 PROGRAM TO DELIVER EFFECTIVE LEADERSHIP COACHING'. The central part of the graphic features a 2x3 grid of six portrait photographs of the program's experts. Each portrait is accompanied by a short title for their session: 'Creative Leadership and Managing Talents', 'Create A High Performance Culture', '21st Century Leadership', 'Powerful Storytelling', 'Define What Drives You', and 'Lead With Purpose'. At the bottom of the graphic, a small line of text states 'Top-down coaching for the modern leader and workforce with Geniecast LiveLabs.' In the bottom right corner, there is a dark rectangular box containing the website 'www.geniecast.com' and the phone number '844-987-6505'.

LiveLab
Powered by Geniecast

Leadership: Efficiency and Adaptability
7 EXPERTS • 7 DISTINCT SESSIONS • 1 PROGRAM TO DELIVER EFFECTIVE LEADERSHIP COACHING

Creative Leadership and Managing Talents

Create A High Performance Culture

21st Century Leadership

Powerful Storytelling

Define What Drives You

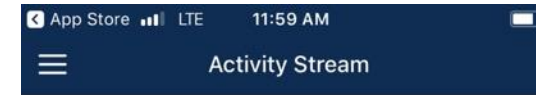
Lead With Purpose

Top-down coaching for the modern leader and workforce with Geniecast LiveLabs.

www.geniecast.com
844-987-6505

ENGAGEMENT APP

- Polling
- Activity stream
- Photo sharing
- Contests

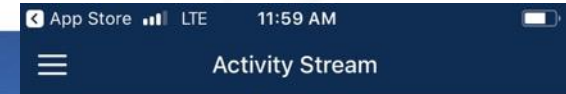


MB Marla Brunk 111d
Owner
The Goddard School

Beautiful view from breakfast



What's on your mind?



MB Marla Brunk 110d
Owner
The Goddard School

We finished our fun trip to Vegas by seeing the Jabbawockeez dance and zip lining over the old Vegas strip called Fremont.



What's on your mind?



DURING THE CONVENTION

- Stage design
- Presentation Formats
- Videos
- Entertainment
- Music
- Exhibits



EMCEE – ENTERTAINMENT



DAVID WILK



FOUR DAY WEEKEND

DURING THE CONVENTION

- Breakouts
- App
- Branding
- Experiential
- Social
- Off-sites



AFTER THE CONVENTION

- Highlight videos
- Key takeaways
- Continued App pushes
- Post-event survey
- Geniecast

THE NON-ATTENDEE EXPERIENCE

- Live Streaming
- Daily Recaps
- Highlights
- Cascading Plan
- Watch parties
- Follow up meetings

CASE STUDY EXAMPLE

Southwest[®]



PRE-COMMUNICATION

READ BEFORE LEAD

A Newsletter for Southwest Airlines Leaders

Southwest
LUVLines
The Employee Magazine | March 2017

Protecting & Growing our Core

Get ready to Eat the Competition & Purrr Like a Puma
Find out what Gary, Tom, & Mike had to say at the 2017 Southwest Rally.

Do you know what's Southwest's Operational Strategy?
Hint: It has four focus areas and is designed to support you!

Getting Customers Coming Back for More
Who is our "Core Customer" and how you can make their day?

SWA life

Welcome, Leslie

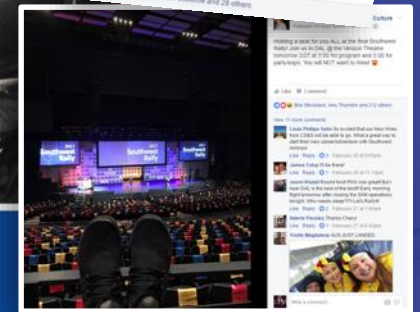
My Work My Life Culture About SWA Connect

Search

Mail Documents Tasks Appointments Office Customer Service

2017 Southwest Rally

February 08 PHX, Comerica Theatre
February 16 BNA, Grand Ole Opry
February 21 MCO, TBD
February 27 DAL, Verizon Theatre



LEADERSHIP INTERNAL COMMUNICATION

SOCIAL

DURING THE RALLY







 RALLY LIVE

 PHOENIX

 DALLAS

 NASHVILLE

 ORLANDO

SOUTHWEST RALLIES

 CPG

CONSUMER PRODUCTS GROUP
A JOHNSON & JOHNSON COMPANY

 RALLY ENCORE

 RALLY LIVE



LOS ANGELES

PHOENIX

DALLAS

CHICAGO

NASHVILLE

ATLANTA

ORLANDO

SOUTHWEST RALLIES



CONSUMER PRODUCTS GROUP
A WORLDWIDE BUSINESS

 RALLY WATCH PARTIES

 RALLY ENCORE

 RALLY LIVE



SOUTHWEST RALLIES

KEY RESULTS



- Attendance up 31%
- Engagement scores up
 - “I trust our senior leadership” 4.19 to 4.34 (out of 5)”
 - “I feel part of the team” 4.34 to 4.57
 - “I understand where SWA wants to go and why” 4.35 to 4.6

WELCOME TO THE...



A woman with dark hair is shown in a thoughtful pose, resting her chin on her hand. The background is a solid green color with several faint, hand-drawn question marks scattered throughout. The text 'WHAT WOULD YOU DO?' is centered in white, bold, uppercase letters.

WHAT WOULD YOU DO?

A woman with long dark hair and glasses is shown in profile, resting her chin on her hand in a thoughtful pose. The background is a solid blue color with several faint, hand-drawn question marks scattered throughout. The text "LET'S CHANGE IT UP!" is centered in the middle of the image in a bold, white, sans-serif font.

LET'S CHANGE IT UP!

The background features a warm orange-to-yellow gradient. It is populated with numerous question marks of varying sizes and opacities, some appearing as simple outlines and others as solid, slightly 3D shapes. In the lower half of the image, there is a dense collection of raised hands, also rendered in a semi-transparent, light orange color, suggesting an audience or a group of people participating in a Q&A session.

Q&A

CONCLUSIONS:

- Choose tactics to fulfill one of engagement needs
- Turn attendees into participants
- Make it immersive and interactive
- Include non-attendees in the experience

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