

FRANCHISE CONSUMER MARKETING CONFERENCE

INTERCONTINENTAL BUCKHEAD HOTEL
ATLANTA, GA | JUNE 20-21, 2017



WILLIAM ESPEY
Branding Visionary,
Chipotle Mexican Grill



SETH MATTISON
Workforce Strategist &
Management Trendspotter



ROBERT STEPHENS
Geek Squad Founder &
Former CTO of Best Buy



franchiseconsumermarketing.com

#FCMCon — The Only Event for Franchisor Consumer Marketers



Chairwoman's Letter

Greetings, everyone!

I am privileged and honored to be part of such a terrific organization and chair this year's Franchise Consumer Marketing Conference. I have been in franchising and marketing for over 30 years and I truly look forward to this one especially, every year.

Why? Because there are so many levels of experience and different brands that attend and share a vast amount of useful information each year. Networking and relationship building is one of the best reasons to attend the conference year after year. Many of my phenomenal colleagues, vendors, and mentors have come from the Franchise Consumer Marketing Conference.

I am a firm believer in developing people, sharing knowledge, and continually raising the bar in everything and that's exactly what this year's conference will do. Our advisory board has worked hard to bring you the best agenda yet!

This year's conference features two Keynote Speakers: Robert Stephens, Geek Squad Founder and former CTO for Best Buy, and Seth Mattison, Workforce Strategist and Management Trendspotter. In addition to the keynote speakers, you will hear from William Espy, the Branding Visionary with Chipotle, in the Build Your Crisis PR Plan Workshop. Each one of these speakers and topics will help you with your efforts within your franchise brand.

The workshops are led by many of our experienced Advisory Board members and franchisors within the industry. The breakout sessions include:

- Understanding the Mountain of Data Available to Find the Best Nuggets
- Lead Generation to Drive Revenue
- Choosing the Right Technology Platform for Your Brand
- Hispanic Marketing
- Digital Media - An Integral Part of Your Annual Plan
- Mobile - What's New within the Four Walls?

Whether you have been there every year, missed a few years or are brand new—you won't want to miss this year. Please bring your teams and invest in their growth and development.

Mark your calendars and plan ahead—I guarantee that this will be a strong investment, in not only your people, but with your brand.

Remember to please sign up before May 1st for the lowest rate. I look forward to seeing you in June!

Sincerely,

Susan Boresow

Why Attend

Discover the latest trends in today's marketing world! If there's a question, there's an answer. You'll leave this conference with a refreshing head start in taking your brand to the next level.



Network with the franchise industry's best marketing executives and service providers. You will be able to discover new products and services and meet new vendors all in one place. Take advantage of this grand opportunity.

Experience the best of the best in the franchise industry. CEOs, Presidents and top Marketing Executives will come together for this powerful two day event filled with interactive workshops and exciting presentations.



KEYNOTE *Speakers*



William Espey

Branding Visionary – Chipotle Mexican Grill

William Espey is the driving force behind Chipotle's unique brand voice—irreverent and cheeky yet generous and intelligent. He started with Chipotle over 15 years ago as the sole marketing creative when the company had fewer than 20 locations, seeing the company grow to more than 1,600 restaurants and counting (in the U.S. and abroad), and becoming one of the most successful brands in the last two decades.

The voice of the Chipotle brand that William generated wasn't the result of a calculated corporate strategy, but developed organically as his personal expression of Chipotle's unique values and culture. Today, as the Brand Voice Lead, he ensures that tone and personality remains consistent across all aspects of the growing brand, including the wildly innovative and successful, award-winning, unbranded content Chipotle now creates.

With a degree in economics and a résumé as an international fashion model, William's background is as unique and untraditional as the brand he oversees. He credits his diverse experiences for allowing him to approach his work with complete naiveté, relying on intuition rather than convention.

Informative and inspiring, William delivers unique and valuable insights on branding, values integration, the genius of naiveté and the power of creating a transcendent experience.



Robert Stephens

Geek Squad Founder & Former CTO of Best Buy UnMarketing

With \$200, a bicycle and a subsequent collaboration with Best Buy, Robert Stephens, founder of Geek Squad, transformed the small, cryptic world of tech support and made it accessible. Charming and wildly engaging, he captivates audiences with his passion for entrepreneurship, and stimulating perspectives on advancing technology, effective branding, thoughtful business strategy, and what he thinks is the next “big thing.”

From a student fixing computers to starting a computer consulting business called Geek Squad, Robert grew and developed his company with enough creative strategy to overcome his lack of capital until he sold it to Best Buy in 2002. Since then, Geek Squad has become the world's preeminent tech support service. Robert's story has been featured by leading media outlets, including *CNN*, *Newsweek*, *Fast Company*, *The Wall Street Journal* and *Rolling Stone*. He served as CEO of Geek Squad and CTO for Best Buy until 2012.

Now, Robert is again disrupting current business models through his most recent venture, Assist, which uses bots and APIs to provide enhanced messaging capabilities for sales and customer service.

Drawing from his entrepreneurial journey and lessons learned along the way, Robert leaves you with thought-provoking insights on developing a culture of innovation, creating memorable customer experiences and tips for identifying and harnessing upcoming disruptive trends.



Seth Mattison

Workforce Strategist & Management Trendsetter

Seth Mattison is an internationally renowned expert on workforce trends and generational dynamics. As Founder and Chief Movement Officer of FutureSight Labs, Seth advises many of the world's leading brand and organizations on the key shifts happening around talent management, change and innovation, leadership, and the future of work.

Recently named to the Editors' Picks for Favorite Speakers for 2013 by MeetingsNet, Seth's presentations bring an entirely unexpected perspective on the future of work, talent, innovation, and the power of relationships.

Over the past 5 years, Seth has shared his insight with thousands of business leaders around the world and has received accolades from many of the world's best brands including: MasterCard, Johnson and Johnson, Microsoft, Kraft Foods, AT&T, PepsiCo, GE Energy, Prudential Real Estate, Cisco, State Farm, Merrill Lynch, Dow, Disney, and Deloitte.

Seth delivers presentations with specific take-away value that will help organizations:

- Harness the power and perspective of their top talent
- Tap into the hidden brainpower throughout the entire organization
- Establish an ongoing system to nurture and harvest the best ideas
- Learn how to adapt more quickly and proactively to changes in the marketplace
- Foster a culture of stewardship of careers, capabilities, resources, the environment, and values

Our ADVISORY BOARD

Our Advisory Board consists of some of the industry's best, most creatively talented and experienced marketers. The Franchise Consumer Marketing Conference is a must-attend event for marketing executives and marketing service providers that covers everything necessary to build your brand and utilize the latest technology on the market.

Heather Briggs

Director of Marketing Planning and Strategy — Great Clips



Heather Briggs is the Director of Marketing Strategy & Planning for Great Clips, the world's largest salon brand. She has been with the company for 13 years and has held a variety of positions within the marketing department. She oversees a team that manages system-wide, co-op, and salon level marketing initiatives. Great Clips currently operates in over 170 markets across the United States and Canada. Prior to joining Great Clips, Heather worked as an Account Executive at Campbell Mithun ad agency, where she worked on both retail and packaged goods accounts. Heather received her Bachelor's degree from the University of Minnesota and her MBA from Hamline University. When not working, Heather spends her time with her husband and two children.

David Buckley

Chief Marketing Officer/Vice President of Marketing and eCommerce — Sears Hometown and Outlet Stores, Inc.



David Buckley is Chief Marketing Officer & Vice President of eCommerce for Sears Hometown and Outlet Stores, Inc., a publicly traded (NASDAQ: SHOS) national retailer primarily focused on selling home appliances, hardware, tools, and lawn and garden equipment. David is responsible for development, planning, and execution of the consumer marketing and eCommerce strategies for four retail chains: Sears Hometown Stores, Sears Home Appliance Showrooms, Sears Appliance and Hardware stores, and Sears Outlet Stores. With over 1,100 locations and a presence in all 50 states plus Puerto Rico, David leads a team to execute large-scale nationwide marketing strategies while leveraging the hyper-local aspect of retailing. David and his team plan and execute marketing campaigns across a wide variety of marketing assets, including newspaper, direct mail, radio, TV, billboard, social media, e-mail marketing, loyalty marketing, cause marketing, SEO, SEM, digital display advertising, mobile marketing, affiliate marketing, and local event marketing. Prior to joining Sears, David served as Global Director of Advertising for the Associated Press, leading the advertising strategy for digital assets, with a specific focus on mobile and tablet technologies. David earned his B.A. from Stonehill College and his MBA from Duke University's Fuqua School of Business.

Richard Hope

CMO — Jersey Mike's Subs



Richard Hope is the Chief Marketing Officer for Jersey Mike's Subs, a fast casual franchise restaurant chain with over 750 stores open and under development in 33 states. Before joining Jersey Mike's, Richard was President and co-founder of Sirius Advertising, Inc., a full service advertising agency, working with such accounts as Steinway Piano, Central Jersey Bank, Purdue Pharmaceuticals, Student Transportation of America, Global Logistics International, Jersey Mike's and many others, spanning 23 years. Before starting Sirius in 1989, Richard was Vice President/Account Supervisor of Westin, Inc., Lakewood, NJ for eight years. Prior to that, he sold ad space for a Boston newspaper. As CMO of Jersey Mike's, Rich oversees all brand management, as well as national and local marketing activities. He has sat on the board of directors of The Food Bank of Monmouth and Ocean Counties, the Academy Charter High School Board of Trustees, and the Lake Como Board of Planning and Zoning. He is married with four children and resides in Spring Lake Heights. Richard holds a B.S. in Psychology from Union College, Schenectady, NY.

Doug Koegeboehn

Chief Marketing Officer — Wienerschnitzel



Doug Koegeboehn (Keg-a-bean) is the Chief Marketing Officer for Wienerschnitzel, the World's Largest Hot Dog Chain. Doug absolutely loves the enjoyment of eating food and knows pretty much everybody else does, too. That's why he has dedicated much of his entire career working in food-related business. It started when he was 15 and landed a job at the new Burger King. After college graduation, he joined an advertising agency and landing El Pollo Loco as his first account. For the next 20 years, Doug led agency teams on great food accounts, including Dole, Marie Callender's, the California Avocado Commission, Yogurtland and his favorite, Wienerschnitzel. In 2014, he joined the Wienerschnitzel family as CMO and is loving it. On the personal side, Doug feels extremely lucky to be married to his beautiful wife for the past 20+ years and has two great kids. His marriage and his children are his greatest accomplishments in life.

Wendy Odell Magus

Vice President of Marketing — Kiddie Academy



Wendy Odell Magus is the Vice President of Marketing for Kiddie Academy, a childcare franchisor with 175 locations in 30 states. In her role, she is responsible for all consumer and franchise sales marketing strategies. Prior to joining Kiddie Academy in 2008, Wendy was a Senior Director of Marketing at Sylvan Learning, a tutoring franchise with over 1,000 locations in the United States and Canada. With more than 20 years of broad-based marketing and communications experience, Wendy has spent the majority of her career focused on marketing child-centric businesses, both in her current position and at Sylvan, Disney and Kennedy Krieger Institute. With experience in corporate and agency marketing roles, she has developed multi-channel advertising and

communications strategies that deliver measurable results and help to build businesses. Wendy has a B.S. in Business Administration from Southern Adventist University and a Certificate in Franchise Management from Georgetown University and the International Franchise Association.

Martha O'Gorman

Chief Marketing Officer — Liberty Tax Service



Martha O'Gorman is one of the founders of Liberty Tax Service, where for 20 years she has led the franchise's marketing efforts in her role as Vice President of Marketing and Chief Marketing Officer. She is responsible for developing brand awareness in every major market in the United States and Canada and has created marketing and sales strategies that have spurred Liberty's growth and development. Since the franchise's start in 1997, Liberty has expanded to more than 4,400 locations with nearly 2,000 franchisees. Liberty prides itself on being a fun company, and Martha has conveyed that message through marketing and promotion, most noticeably in the creation of the franchise's iconic Statue of Liberty Wavers. Martha is a champion of cause-related marketing and has spearheaded Liberty's participation in Relay for Life, Cell Phones for Soldiers, MADD, March of Dimes and more. Martha has spent 30 years in franchising, including work as Director of Communications for Jackson Hewitt Tax Service. *Inside Business* magazine presented Martha a "Woman in Business Achievement Award" for her accomplishments in the business community in Hampton Roads, Virginia, where she resides. She is a member of the Franchise Consumer Marketing Conference Advisory Board and a member of the C-Suite Advisors. She is a Liberty Tax Area Developer and Franchisee in the Fort Myers, Florida region. She holds a Bachelor of Arts degree in English and Communications from Denison University.

Carol Pasquariello

Vice President of Marketing — Auntie Anne's, Inc.



As Vice President of Marketing, Carol is responsible for Auntie Anne's strategic planning, marketing, creative, communications, and menu development. Prior to joining Auntie Anne's in April 2016, Carol spent 17 years in a variety of marketing positions at Pizza Hut, most recently serving as the Director of Field Marketing and Customer Satisfaction. Previously, she served as Director of Marketing for Total Beverage and Regional Marketing Manager for Drug Emporium, both based in Washington, D.C. Carol received a B.S. in Journalism from West Virginia University.

Jeff Rinke

Vice President of Marketing — Hungry Howie's Pizza Inc.



Jeff Rinke is VP of Marketing for Hungry Howie's Pizza, the nation's 10th largest pizza franchise, with over 545 locations in 20 states. Jeff oversees marketing communications, including branding, advertising, public relations, and market research. Jeff works with Hungry Howie's advertising agency on developing marketing and advertising budgets and oversees social and digital marketing.

He began his career with Hungry Howie's in 1987, as a franchise consultant after leaving Domino's Pizza. In 1992, he was promoted to Director of Operations and in 1996, he was appointed to his current position of VP of Marketing. Jeff holds a Bachelor's degree in Business from Northwood University.

Steve Schildwachter

Chief Marketing Officer — BrightStar Care



Steve leads the development of strategies and programs that make BrightStar Care the obvious choice for their B2B and B2C consumers. He leads an experienced team that drives the most value possible from the BrightStar Care general marketing fund. This is aligned with franchisees, operations, and other key cross-functional departments. Before joining BrightStar Care, Steve was CMO at media tech startup rVue, Inc. He held leadership roles at Foote, Cone & Belding and Leo Burnett and has extensive international expertise. During the course of his career, he has worked on such franchise brand assignments as Unocal, McDonald's, Blockbuster, Wendy's and YUM! Brands. Steve earned his B.A. in English from College of the Holy Cross and now lives in the Chicago area with his wife and children.

Linda Shaub

SVP Marketing and Brand — Interim Healthcare, Inc.



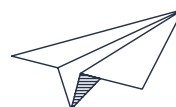
Linda Shaub is Senior Vice President of Marketing and Brand for Interim HealthCare Inc. She is responsible for the company's brand management and strategic development, and for implementation of all consumer and business-to-business marketing initiatives designed to drive growth throughout the franchise network. Linda has more than 30 years of experience in all aspects of marketing and has led Interim in the successful integration of new marketing channels over the last 12 years. She has been instrumental in Interim's ability to re-launch an aggressive franchising strategy and grow the existing network that was founded 45 years ago. Prior to joining Interim HealthCare, Linda was the General Manager of an advertising agency in South Florida. Linda holds a Bachelor's degree in Business from the University of Miami and is a Certified Senior Advisor.

Edward Waller

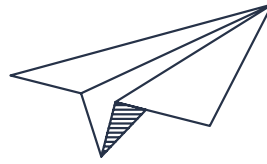
Chief Brand Officer — Paul Davis Restoration Inc



Edward B. Waller has been Chief Brand Officer at Paul Davis Restoration, Inc. since September 2015. Edward has more than 20 years of brand strategy, marketing, and franchising expertise. He spent 23 years with CertaPro Painters as co-Founder and founding franchise owner. He directed all brand and marketing efforts from 2004 to 2015. He is a Past Chairman of FCMC, the Franchise Consumer Marketing Conference. He has a Bachelor's degree from the University of Waterloo.



AGENDA *At A Glance*



TUESDAY
JUNE 20

7:30AM REGISTRATION OPEN

8:30AM – 11:45AM **CONCURRENT OPENING WORKSHOPS**

BUILD YOUR CRISIS PR PLAN WORKSHOP

8:30AM – 10:00AM (Included in conference registration)
WILLIAM ESPY, *Branding Visionary*, Chipotle Mexican Grill

10:15AM – 11:45AM **BRAND POSITIONING**
Ensure Your Brand Position is Relevant
CONTENT MARKETING
Keys to Effective Execution

12:00PM – 1:45PM LUNCH IN SPONSOR NETWORKING GALLERY — Exhibits Open

OPENING GENERAL SESSION

2:00PM – 3:00PM **WELCOME**
THERESE THILGEN, *CEO*, Franchise Update Media
OPENING REMARKS
SUSAN BORESOW, Conference Chairwoman
& *President*, Title Boxing Club
STATE OF FRANCHISING
DARRELL JOHNSON, *CEO*, FRANdata

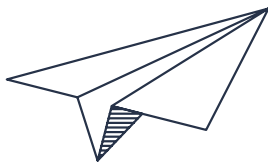
3:00PM – 4:00PM **OPENING KEYNOTE**
ROBERT STEPHENS, Geek Squad Founder & former CTO of Best Buy

4:10PM – 5:25PM **PROGRAMMATIC MEDIA II**
LOCAL STORE MARKETING STRATEGIES
To help Franchisees Maximize Spend & Results
MOBILE
New Ideas to Drive In-store Visits

5:30PM – 7:30PM WELCOME RECEPTION IN SPONSOR NETWORKING GALLERY — Exhibits Open

WEDNESDAY JUNE 21

7:30AM	REGISTRATION OPEN
8:20AM – 8:50AM	CONTINENTAL BREAKFAST IN GENERAL SESSION FOYER
9:00AM – 10:00AM	WELCOME SUSAN BORESOW, Conference Chairwoman & <i>President</i> , Title Boxing Club
	GENERAL SESSION PANEL
	SUCCESSION PLANNING Grow Your Team to Support Brand Growth
10:10AM – 11:00AM	UNDERSTANDING THE MOUNTAIN OF DATA Available to Find the Best Nuggets LEAD GENERATION TO DRIVE REVENUE DIGITAL MEDIA An Integral Part of Your Annual Plan
11:10AM – 12:00PM	HISPANIC MARKETING CHOOSING THE RIGHT TECHNOLOGY Platform for Your Brand MOBILE What's New within the Four Walls?
12:00PM – 1:45PM	LUNCH IN SPONSOR NETWORKING GALLERY — Exhibits Open
1:55 PM – 3:00PM	GENERAL SESSION PANEL DISRUPTIVE MARKETING Take Out Your Competition
3:10PM – 4:00PM	COMMUNICATIONS COMPLIANCE Marketing within the Communications Protection Act MARKETING COLLABORATION How to Work Effectively with Other Departments BEST PRACTICES FOR ONLINE ORDERING & DELIVERY
4:15PM – 5:45PM KEYNOTE SPEAKER	SETH MATTISON, Workforce Strategist & Management Trendspotter Customer Experience vs. Customer Service — What's the Difference?
6:00PM – 8:00PM	CLOSING NETWORKING RECEPTION & DINNER (Included in conference registration)



TUESDAY JUNE 20

7:30AM

REGISTRATION OPEN

8:30AM – 11:45AM

OPENING WORKSHOPS (INCLUDED IN CONFERENCE REGISTRATION)

8:30AM – 10:00AM

BUILD YOUR CRISIS PR PLAN WORKSHOP

William Espy, *Brand Visionary*, Chipotle Mexican Grill

We are all susceptible to a crisis, no one is exempt. As an organization, there needs to be a plan in place for when a predicament occurs. The first moments of a crisis situation are critical to your brand reputation and presence. Do you face the problem head on and address it openly? Or do you turn to your internal staff for support and a solution? Either way, there needs to be a plan in place for such occurrences. In this session, our special guest William Espy, Branding Visionary from Chipotle will share his experience with crisis situations and give you insight on how Chipotle's team handled the problems, addressed the issues and moved forward.

10:15AM – 11:45AM

CONCURRENT WORKSHOPS

SESSION 1: Brand Positioning — Ensure Your Brand Position is Relevant

Remaining relevant is a challenge that every marketer faces at some point. How do you stay on top of trends and keep consumers attracted to your brand? What methods and strategies can you apply to your business model in order to stand out and remain significant in the industry? This panel will discuss how to initiate and execute an effective brand-positioning program.

SESSION 2: Content Marketing — Keys to Effective Execution

Content Marketing is a critical component of every marketing program. How do you and your brand elevate your content marketing to the next level? Start with the right strategy toward your target audience, then execute and conduct your analysis post campaign. But how do you stand out from the competition? Our experienced panel will share keys to building an effective content marketing program that will drive revenue and ROI. Don't miss this opportunity to gain insight to help your brand stand out from the competition.

12:00PM – 1:45PM

LUNCH IN SPONSOR NETWORKING GALLERY — EXHIBITS OPEN

2:00PM – 4:00PM

OPENING GENERAL SESSION

WELCOME — Therese Thilgen, *CEO*, Franchise Update Media

OPENING REMARKS — Susan Boresow, *President*, TITLE Boxing Club & Conference Chairwoman

STATE OF FRANCHISING — Darrell Johnson, *CEO*, FRANdata

KEYNOTE

ROBERT STEVENS, Founder of Geek Squad & Former CTO of Best Buy

4:10PM – 5:25PM

CONCURRENT BREAKOUT SESSIONS

SESSION 1: Programmatic Media II

Programmatic Media is back and better than ever! Find out how Programmatic Media is an integral piece of any marketing program. Join our experts and learn how to implement this media plan for your brand.

4:10PM – 5:25PM

SESSION 2: Local Store Marketing Strategies to Help Franchisees Maximize Spend & Results

A successful local marketing strategy to maximize spending & results is crucial in today's markets. Local store marketing is vital to keep awareness high and consistent throughout the year. In this session, you will discover how specific brands are helping their franchisees own their market, from budgeting to driving results.

SESSION 3: Mobile – Ideas to Drive In-Store Visits

Mobile Marketing has been a large focus in today's market. In this session, you will discover new ideas to drive your in-store visits to the next level. What are the challenges to get your franchisees on board? What's working in mobile marketing and what's not? In this session you'll gain insight on new ideas and technologies to reach your customer and trigger an in-store visit.

5:30 – 7:30PM

WELCOME RECEPTION IN SPONSOR NETWORKING GALLERY – EXHIBITS OPEN

7:30PM

DINNER ON YOUR OWN

WEDNESDAY JUNE 21

7:30AM

REGISTRATION OPEN

8:20AM – 8:50AM

CONTINENTAL BREAKFAST IN GENERAL SESSION FOYER

9:00AM – 10:00AM

GENERAL SESSION

WELCOME — Susan Boresow, *President*, TITLE Boxing Club & Conference Chairwoman

GENERAL SESSION PANEL: Succession Planning — Grow Your Franchise Team To Support Brand Growth

Real brand growth starts within the organization. Working closely with your team and gaining insight from who is on your front lines is crucial to not only brand development, but also your overall reputation as an organization. How do you determine you have the right people in the right places for maximum growth? Our panel of experts will discuss.

10:10AM – 11:00AM

CONCURRENT BREAKOUT SESSIONS

SESSION 1: Understanding the Mountain of Data Available to Find the Best Nuggets

Sorting through mountains of data can be a burden. Relieve some stress by capitalizing on those vital nuggets of information necessary to grow your brand. What should you look for? Learn how to sort through all the nonsense and gain access to what's important for your brand with the help of our experienced data experts.

SESSION 2: Lead Generation to Drive Revenue

Many franchise brands offer services that are not impulse driven. Consumers research service providers they are interested in before they make contact with a brand. It's important to engage your target customers, build brand awareness and generate leads for your franchisees. Gain insight for ideas that will help you build a pipeline of leads for your franchisees.

SESSION 3: Choosing the Right Technology Platform for Your Brand

Are you considering adding a technology platform to manage leads and/or marketing tools for your franchisees? It's a critical element of many franchise organizations that calls for a purposeful plan prior to opening discussions with technology providers. If so, this is the session for you. You'll learn the steps to take to find the right platform for your brand. Our panel will discuss how to develop the technology needs assessment, selection criteria, timeline and strategic fit in your marketing plan. It's a can't miss for anyone evaluating technology platforms.

11:10AM – 12:00PM

CONCURRENT BREAKOUT SESSIONS

SESSION 1: Hispanic Marketing

With a 163% increase in population between 2010 and 2015, U.S. Hispanics will make up/comprise 30% of the population by 2050 and are leading in the digital marketplace. In this session, you will understand how mobile and video consumption will affect this market for your brand and what's to come with our experienced panel.

SESSION 2: Digital Media — An Integral Part of Your Annual Plan

Digital Media has a huge impact in today's market and your annual plan. Create the plan that's right for you. Learn from the best in the industry from our panel of experts on the latest Digital Media plans.

SESSION 3: Mobile — What's New Within the 4 Walls?

Four walls marketing is a crucial part of your advertising efforts toward your consumer. See how new mobile trends are sweeping the consumer industry and how you can take advantage. Learn from the best in the industry with our panel of experts.

12:00PM – 1:45PM

LUNCH IN SPONSOR NETWORKING GALLERY — EXHIBITS OPEN

1:55PM – 3:00PM

GENERAL SESSION PANEL

Disruptive Marketing — Take Out Your Competition

What does disruptive marketing mean to you and your organization and how vital is it to growth? Is the idea of risk v. reward within the limits of your brand strategy? In this interactive session, our experts will share their insights and give you key takeaways to apply a disruptive marketing strategy to your organization.

3:10PM – 4:00PM

CONCURRENT BREAKOUT SESSIONS

SESSION 1: Communications Compliance — Marketing Within the Communications Protection Act

Learn how to implement mechanisms designed to ensure that your marketing goal is met within the Communications Protection Act. Our panel of experts is ready to help guide you through the dos and don'ts to keep your brand out of trouble.

SESSION 2: Marketing Collaboration — How to Work Effectively With Other Departments

Teamwork is essential for a successful franchise, and as a business, knowing how to work effectively with other departments is crucial. Pick up on latest methods to a positive path for getting things done the right way with our experienced panel.

SESSION 3: Best Practices for Online Ordering & Delivery

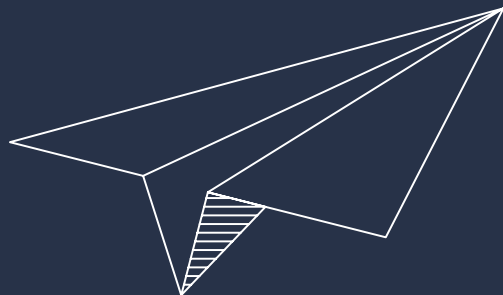
With online orders & deliveries on the rise, make your practice the best practice with the help and guidance of our panel of experts. They will help smooth out any rough patches you may have encountered in the past and help you prepare for the future.

4:15 – 5:45PM
KEYNOTE

SETH MATTISON, Workforce Strategist & Management Trendspotter
Customer Experience V. Customer Service — What's the difference?

6:00PM – 8:00PM

Closing Networking Reception & Dinner (Included in conference registration)



FRANCHISE CONSUMER MARKETING CONFERENCE

JUNE 20-21, 2017

2016 ATTENDEE PROFILE

THE FCMC DIFFERENCE

Enjoy two days of focused discussion on important franchise consumer marketing topics. Network and learn from the industry's best and brightest B2B & B2C marketing executives!

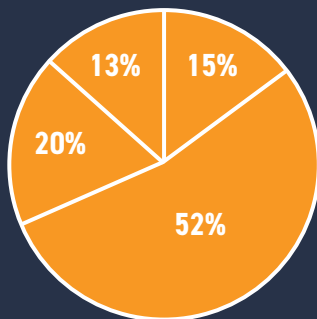
2016 FRANCHISOR ATTENDEE PROFILE

Total Attendees - **344**
Franchisor Professionals - **170**
Franchisor Brands - **101**



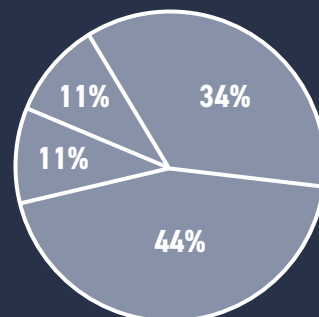
2016 FRANCHISOR PROFILE BY TITLE

CEO's & Presidents - 13%
CMO's & VP's - 20%
Directors & Managers - 52%
Field Marketing, Communications,
Tech, Development, & Social - 15%



2016 FRANCHISOR PROFILE BY CATEGORY

Food - 34%
Service - 44%
Retail Food - 11%
Retail Non-Food - 11%



SPONSORS

PLATINUM SPONSOR



GOLD SPONSOR



SILVER SPONSOR

919 Marketing Company
Arkadas Group
BlueSky ETO
Cockrell Enovation
Curious Jane
Digital Air Strike
Entrepreneur Media, Inc.
Franchise Payments
Network

GbBIS
HigherVisibility
IMN
Konnect Agency
Listen360
Local Search Masters
Localbiz360
Location3 Media
MSpark

Mudlick Mail
Precision Services Group
Preferred Marketing
Solutions
Suttle-Straus, Inc.
SweetIQ
The Sandbox Agency
(Localwave)
ViaTech

Vivid Ink Graphics
Vya
WebbMason
WebPunch
Wiland
Xpressdocs

CONFERENCE GUIDEBOOK

Clayton Kendall

LANYARD

Konnect Agency

AGENDA AT A GLANCE SPONSOR

Silvercrest Advertising

ROOM KEY SPONSOR

Silvercrest Advertising

NAPKIN SPONSOR

Silvercrest Advertising

COFFEE CUP SPONSOR

Silvercrest Advertising

BRONZE SPONSOR

Fish Consulting
Fishman Public Relations



Registration

PREFERRED RATES

Offer	1 Attendee	2 Attendees	3 Attendees	4 Attendees
Promo Code	17p1	17p2	17p3	17p4
Cost Per Person	\$695.00/ea	\$590.75/ea	\$556.00/ea	\$538.62/ea

Preferred Rates expire **May 1, 2017**. Bring two or more attendees from your brand and save!

EARLY BIRD RATES

Offer	1 Attendee	2 Attendees	3 Attendees	4 Attendees
Cost Per Person	\$895.00/ea	\$760.75/ea	\$716.00/ea	\$693.00/ea

Early Bird Rates expire **May 30, 2017**. Bring two or more attendees from your brand and save!

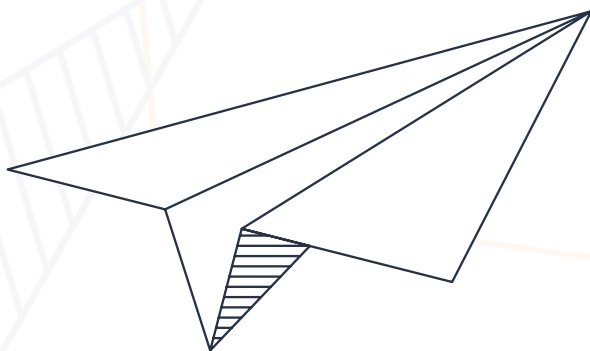
REGULAR RATES

Offer	1 Attendee	2 Attendees	3 Attendees	4 Attendees
Cost Per Person	\$995.00/ea	\$845.75/ea	\$796.00/ea	\$771.13/ea

2 EASY WAYS TO REGISTER:

- 1) www.franchiseconsumermarketing.com
- 2) 800.289.4232 ext. 202

Refund and Substitution Policy: Please provide cancellations to Franchise Update Media in writing by Friday May 26, 2017. Your registration fee will be refunded, less a \$100 processing fee. After May 26, 2017, no refunds or credits will be issued. Substitutions may be made at any time.



FRANCHISE CONSUMER MARKETING CONFERENCE

JUNE 20-21, 2017

The 2017 Franchise Consumer Marketing Conference will return to Atlanta at the InterContinental Buckhead Hotel to accommodate the growing interest in consumer marketing and its role in franchise system growth.

ROOM BLOCK EXPIRES MAY 26th, 2017 SPECIAL ROOM RATE - \$205 PER NIGHT

For the best rate, please call (877) 622-2115 and identify yourself as part of the Franchise Consumer Marketing Conference to receive our special rate. A limited number of rooms have been set-aside for conference attendees.

THE ROOM BLOCK CODE IS: "FU2"

Book Early! A limited number of rooms have been set-aside for conference attendees. This rate expires Friday, May 26th, 2017 or when room block is full.

Please note that the link will not work in a mobile browser (such as on an iPhone or Android device). To see and book a group rate, guests must use the link on a full browser such as Chrome or Safari.

RESERVATIONS: (877) 422-8254

InterContinental Buckhead
3315 Peachtree Road, N.E.
Atlanta, Georgia 30326 USA

Please note we do NOT work with third party agency room brokers. If they contact you, do not go through them to book your room.

**Best Rate Ends May 1st!
REGISTER NOW!**

#FCMCon