

# MONDAY, NOVEMBER 3

**7:00-8:00 AM:** Registration, Breakfast & Networking

**8:00-8:10 AM:** Welcome & Introductions - *Liane Caruso & Michael Hyam, Franchise Assembly*

**8:10-8:15 AM:** Sponsor Introduction - *Josh Allen, Location 3*

**8:15-9:00 AM:** Beyond the Breakthrough: The Future of Google AI

*Hosted by: Josh Allen, Location 3; Panelists: Mandy Roan, Signarama; Mike Millett, Stratus Clean; Jada Manigault, Any Lab Test Now*

*Hosted by Josh Allen, Vice President of Marketing & Sales at Location3, this forward-looking panel will explore how Google's latest AI advancements are reshaping the franchise landscape. Top marketers from leading franchise brands will share insights on what's working today, what's coming next, and how to prepare your marketing strategies for the AI-driven future. From search to personalization to local activation, discover how to harness AI for smarter decisions, stronger performance, and sustainable growth.*

**9:00-9:15 AM:** From Impressions to In-Store Impact: Cracking Offline Attribution

*Andrew Walkinshaw, AdTaxi; Will Fraker, The Good Feet Store*

*How do you measure the true impact of digital campaigns beyond clicks and conversions? In this session, The Good Feet Store and their agency Adtaxi share how they integrated offline tracking to capture demos and purchases influenced by digital ads. You'll learn the setup, execution, and business results of connecting online engagement to in-store outcomes—and walk away with a clear framework for bridging the gap between digital attribution and real-world sales impact.*

**9:15-9:20 AM:** Sponsor Introduction - *Jeremy Troutt, iHeart Media*

**9:20-10:05 AM:** Speakers & Screens: Building Trust Through Audio and CTV

*Jeremy Troutt, iHeart Media*

*The state of audio in 2025 is stronger than ever. 31% of consumers' media daily consumption is audio. Podcasts, streaming, and radio are capturing engaged, loyal audiences across more touchpoints than at any point in the last decade. Audio's unique ability to create a trusted, one-to-one connection makes it a powerful top-funnel channel for brands. This session will explore the latest audio trends, how listener behaviors are evolving, and why these channels excel at building authentic connections. Then we'll explore how pairing audio with Connected TV creates a "speakers and screens" effect that amplifies reach, recall, and intent. With access to both 1st- and 3rd-party data, marketers can hyper-target their ideal customer across devices and moments. Learn how these top-funnel channels work together to create bottom-funnel conversions, how targeting and measurement have evolved, and how franchise marketers can leverage them for both brand growth and franchise development. You'll walk away with a blueprint for multi-platform campaigns that build trust and deliver measurable growth.*

**10:05-10:20 AM:** Making a Splash: How Goldfish Swim School Tripled Enrollment with Omni-Channel Direct Mail

*Karen Wenning, Suttle-Straus; Shana Krisan, Goldfish Swim School*

*Go behind the scenes of Goldfish Swim School's 2025 omni-channel direct mail campaign that fueled explosive growth—8,555 new members in just 90 days, tripling enrollment impact over the previous year. This session will break down how direct mail, paired with social and digital, became a powerful brand awareness strategy that delivered thousands of new members and generated \$8.1 million in potential lifetime value. Learn how an integrated approach can drive measurable results and inspire your next big campaign.*

**10:20-10:30 AM:** Networking Break

**10:30-10:35 AM:** Sponsor Introduction - *Nick Dan-Bergman, LT. Agency*

**10:35-11:20 AM:** The New Franchise Consumer: AI, Loyalty, and the Rise of Digital-First Decision-Making

*Hosted by: Nick Dan-Bergman, LT.Agency; Katherine LeBlanc, 4Ever Young; Ashley Mitchell, ZorAbility/East Coast Wings + Grill/Sammy Sliders*

*Consumer behavior has evolved – and many franchise brands are struggling to keep up. From AI-assisted search to loyalty-driven decision-making, the modern customer expects seamless digital experiences, personalized offers, and consistent service across every touchpoint. In this trend-forward panel, LT Agency's Nick Dan-Bergman breaks down findings from the 2025 Franchise Trends Report alongside industry leaders Ashley Mitchell (East Coast Wings) and Katherine LeBlanc (4Ever Young). They'll explore the rise of the Digital Decision-Maker, what's driving brand preference today, and how franchisors can adapt their strategies to meet rising expectations and close the gaps that hinder growth.*

### **11:20-11:35 AM: From Paid Search Dependence to Brand Resilience**

**Aditya Varanasi, Awarity; Brooke Janousek, GarageExperts**

Discover how Garage Experts, in partnership with Awarity, shifted from an overreliance on paid search to building lasting brand strength. In this Power Play, the CMO of Garage Experts and the Founder of Awarity will share how top-of-funnel advertising elevated organic search and branded search traffic, expanded brand awareness, and strengthened brand equity that drove new customer acquisition across their franchise locations. Learn how diversifying your marketing mix can reduce dependence on one channel and create a more resilient foundation for long-term growth.

### **11:35-11:40 AM: Sponsor Introduction - Cinch**

### **11:40-12:25 PM: Networking Lunch**

### **12:25-12:35 PM: Break**

### **12:35-12:40 PM: Sponsor Introduction - Troy Dowell, Franchise Ninja**

### **12:40-1:25 PM: Beyond the Basics: AI Tools Every Franchise Development Marketer Needs**

**Ingrid Schneider, Stay in Your Lane + Train in Your Lane**

Spoiler: it is not another boring funnel chart. Come hang out in this session where we pull back the curtain on the latest tools, shiny AI tricks, and lead-gen moves that actually work. By the time you sit down, AI will have already changed again, which makes it even better. This is the fun, slightly chaotic, totally fresh side of franchise development marketing. You will laugh, you will scribble notes, and you will leave with at least three "holy crap why are we not doing this" ideas.

### **1:25-1:40 PM: AI Playbook: Fast Wins You Can Steal Today**

**Ingrid Schneider, Stay in Your Lane + Train in Your Lane; Kelli Schroeder MBA, CFE, Threshold Brands**

Kelli Schroeder from Threshold Brands and Ingrid Schneider from Stay in Your Lane are pulling back the curtain on how AI is shaking up marketing and franchise development. Real data, real wins, and maybe a few "oh wow" moments that you can steal for your own playbook. It is short, it is snappy, and it will leave you wondering why every session is not run at double speed.

### **1:40-1:45 PM: Sponsor Introduction - Joseph A. Mohay, Ignite Visibility**

### **1:45-2:30 PM: What Happened to SEO? Enter Search Everything Optimization**

**Hosted by: Joseph A. Mohay, Ignite Visibility; Vera Shafiq, VS Strategies LLC; Angela Paules, Buzz Franchise Brands; Alex Preddie, RocketBarn; Mary Mills, College Hunks Hauling Junk and Moving**

Search isn't what it used to be. As algorithms shift and AI reshapes discovery, franchisors must rethink how prospects find them. This session explores the future of "Search Everything Optimization"—from Google's AI-driven results to social platforms, maps, and local listings. Learn strategies to maintain lead quality, generate leads faster for new locations, and keep your brand visible everywhere your customers are searching.

### **2:30-2:45 PM: Turning Conversations into Conversions: AI Chatbots That Drive Growth**

**Will Fraker, AGNTMKT; Lizzie Webb, IMAGE Studios**

AGNTMKT & IMAGE Studios developed an AI chatbot to transform how prospects engage with our brand online. In this rapid-fire session, we'll share why we built it, how it captures and nurtures leads 24/7, and the measurable impact it's having on local marketing growth. You'll see how AI can instantly answer questions, keep prospects moving through the funnel, and free your team to focus on high-value conversations.

### **2:45-2:55 PM: Networking Break**

### **2:55-3:00 PM: Sponsor Introduction - Alexis Hearn, Trifactor**

### **3:00-3:30 PM: Marketing Strategy Roundtables**

### **3:35-4:05 PM: Marketing Strategy Roundtables**

### **4:10-4:40 PM: Marketing Strategy Roundtables**

### **4:40-4:45 PM: Closing & Thank You - Liane Caruso & Michael Hyam, Franchise Assembly**

### **4:45-6:00 PM: Networking Happy Hour - Sponsored by Mission Disrupt**