



 ita group®

Fire up your franchisees

Immersive event experiences
spark brand excitement



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EXCITE | EDUCATE | ENGAGE

Annual meetings that excite, educate and engage your most invested champions secure your brand's future. These immersive events encourage brand consistency and build a committed community.

Brand leaders must offer rich opportunities and relevant training for each audience. Connecting each person to the brand story—and each other—reinforces their role in achieving more. Owners buy into the big picture. Managers work tirelessly to strengthen teams. Line operators fulfill customer needs.

Motivating event experiences transcend the expected. They reinforce brand values and standards, and send participants on a journey of discovery.

FUEL YOUR NEXT FRANCHISEE MEETING WITH TIPS & EXAMPLES

- > **POSITION** brand leaders to inspire deeper commitment
- > **SHAPE** an interactive agenda to reinforce franchise best practices
- > **CREATIVELY** launch the latest products and technology
- > **GAMIFY** learning and development for optimal engagement
- > **ANALYZE** event impact to calculate ROI



This year's conference was the largest gathering of franchisees, guests, associates and business partners—more than 8,000 strong! Thank you for your team's leadership, support and commitment to excellence.

—VICE PRESIDENT, MARKETING



Excite franchisees with creative event strategy

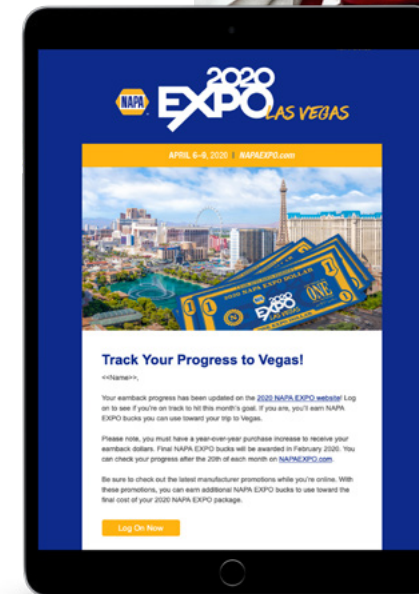
Building excitement for your annual franchise meeting is a year-round process. Operators need to feel confident that attending will be worth time away from their businesses' day-to-day. Announcing a desirable destination will build buzz, but it's just the start. Creative event strategy must weave your key brand messages throughout. Pre-event communications should promise exclusive opportunities, applicable content and networking with people who can help operators get ahead.

REAL-TIME COMMUNICATIONS



How to make pre-event communications worth reading

- > Unveil attention-getting presenters
- > Tap into technology to supercharge attendee networking
- > Integrate unique off-site activities
- > Give them early access to try new products
- > Imagine more memorable welcome and closing events



"It is not the answer that enlightens, but the question."

– Eugène Ionesco

EVENT TREND

Shorter sessions, more connection

Event formats are evolving. Shorter attention spans, increased interest in collaboration and digital-first experiences invite new ways to connect. We help speakers make every second on stage count.

CONNECTION AREAS



EXCITE EDUCATE ENGAGE

Demos drive franchisee adoption

Sharing what's coming helps franchisees feel more invested in changes. Demos give participants a taste of what's to come and empower them to share more confidently when the latest offerings roll out.



New initiatives



Next-generation equipment



Updated procedures



Reimagined programs



First-look marketing campaigns



Fresh customer experiences

BIGGER, BETTER, STILL IN BUDGET

You want to elevate your event year over year. Exceeding expectations while staying within budget requires a partner committed to creative solutions—be it negotiating with suppliers or facilitating valuable sponsorships.

Sponsor funds can underwrite unique and memorable experiences for attendees. Co-branded photo albums turn an events recap into marketing opportunities. If sponsors are already paying for multiple engagements, think about including add-ons to increase the value, like a series of webinars to boost sponsors' visibility all year long.

A dedicated Sponsorship Event Manager creates additional sponsorship packages and opportunities to increase revenue. They take care of communications and on-site operations, too. You'll wonder how you coordinated sponsors without them!



ENVIRONMENTAL SIGNAGE



DEMOS



HIGH-TECH PRODUCTION

Educate franchisees with experiential learning

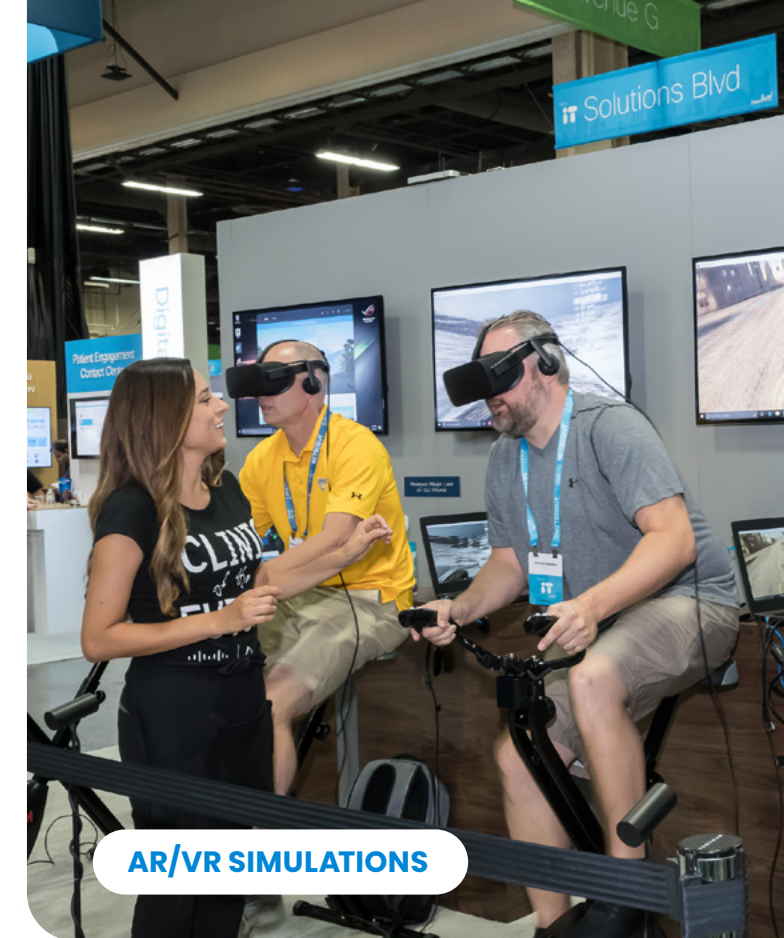
Operators thrive in a fast-paced, hands-on environment. Instead of subjecting them to slide presentations, transform traditional sessions into learning labs. Immersive breakouts are about sharing innovative ideas, providing feedback and celebrating success.

Helping owners and managers understand new systems, guidelines and offerings keeps standards consistent. They need support to adopt technological advancements like e-commerce platforms, customer relationship management tools and point-of-sale systems. Lean into the power of franchisee networks by designing activations that let them problem solve alongside peers.

Hands-on learning supports compliance rollouts

Franchise operators can feel frustrated by new requirements. The best way to proactively encourage uptake and compliance? Make learning fun. Immersive breakout sessions, hackathons and VR/AR simulations put attendees in the driver's seat for better outcomes and more memorable takeaways.

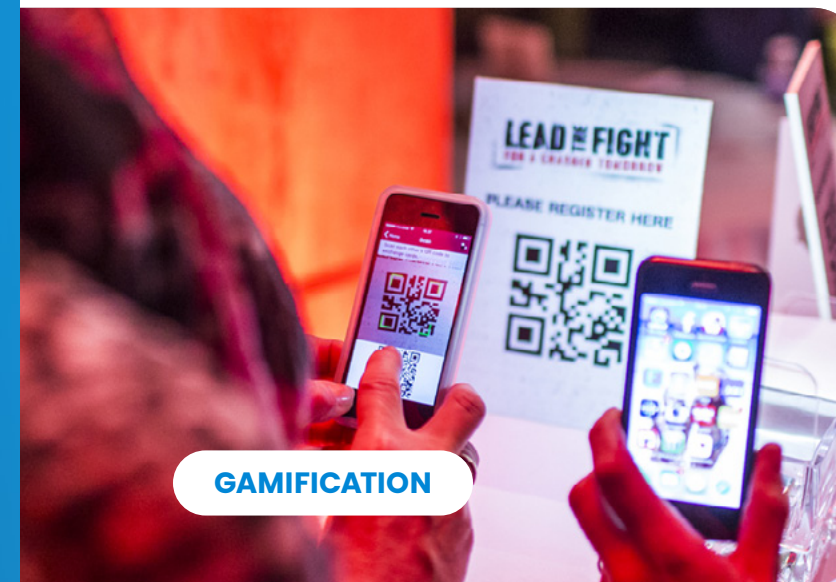
Leverage annual meetings to build business and leadership skills. Retaining top talent is key to best-in-class service delivery.



AR/VR SIMULATIONS



BREAK-OUTS



GAMIFICATION

EVENT TREND

Gamified break-out sessions

Games fuel human instincts to socialize and collaborate. An impactful gamified breakout goes beyond activities like quizzes. Taking a next-generation approach to dynamic learning means adopting completely immersive workshops. Effective game-based tasks use a mix of media, from augmented reality (AR) to escape rooms to mobile apps.

➤ READ MORE

A study by the eLearning Industry revealed that gamification increases learning retention rates by up to 90%.

Engage franchisees with personalized experiences

Serving first-time franchisees while appealing to multi-unit owners with decades of experience is no small undertaking. Franchisees are a diverse audience to reach, with growing interest from minorities, women and younger generations. Nearly 31% of franchise businesses are minority owned, according to Census Bureau data.

Owners want to balance the freedom of being their own boss with the built-in resources that come with franchising vs owning. Remind them of not only franchisee benefits but of the unique franchisee-centric benefits your brand offers.

Personas make franchisees feel like VIPs

Personalizing the meeting experience for thousands of attendees might feel like a heavy lift. But designing journeys around data segmentation tailors offerings to individual interests, at scale.

Event experiences that position operators as VIPs make them feel like valued and respected partners. Put franchisees in the center of the action. Appeal to all five senses—from immersive lighting and attendee wayfinding to hands-on activations, transition music and more. Learn from feedback so you can evolve the event even as it unfolds.



BRANDED ACTIVATIONS



INTERACTIVE ENTERTAINMENT



MEMORABLE EXPERIENCES



EXCITE EDUCATE ENGAGE

BRAND MERCHANDISE



FOOD & BEVERAGE SPONSORSHIPS

Attendee-first storytelling earns brand loyalty

Make sure owners and managers see themselves as heroes in service delivery. Put their compelling stories front-and-center to inspire their peers. Deliver branded gifts that reinforce the culture the franchise is working to build.

Food and beverage choices can also support engagement—especially for quick service restaurant brands. Consider how you can elevate vendors and put an innovative twist on mouthwatering offerings. Can you create a restaurant experience, on site?

Key metrics

- > Sales impact of sponsoring brands
- > Retention at award-winning locations
- > Implementation of upcoming priorities
- > Reach from social platforms
- > Attendee satisfaction and sentiment
 - Experiential learning impact
 - Future brand advocates

[➤ READ MORE](#)

EVENT TREND

Analytics insights, ongoing improvement

Reframe event ROI reporting. Every franchisee/manager meeting is an opportunity to capture information and tell your ROI story. Put data collected in event registration systems and RFIDs, online surveys and event apps to work. These analytics help marketers predict what messages, activations and opportunities will resonate with attendees. It also more effectively proves progress towards business objectives.



OUT	IN
Guessing what will resonate best with your audience	➤ Co-creating with attendees for maximum impact
One-size-fits-most attendee journeys	➤ Personalized journeys with data segmentation
Sightseeing at the most popular tourist attractions	➤ VIP experiences with cultural immersion
Off-the-shelf swag and gifts	➤ Thoughtfully curated gifts that tie back to the destination and event
A rinse-and-repeat approach to annual offerings	➤ Event traditions that build a culture of belonging
Sage on the stage, slide-driven general sessions	➤ Guide on the side, interactive keynotes and unscripted panels
Static technology with only agenda and speaker bios	➤ Technology that connects people of similar interests, roles, geographies

EXTEND MEETING MOMENTS TO REACH MORE FRANCHISEES

Capture the energy from your annual meeting and share your takeaways with franchise operators and all who weren't able to attend. Multimedia campaigns shine the spotlight on franchise superstars. Share the best live moments and training takeaways. Show what it feels like to be among leaders who share your challenges and aspirations. Inspire people who missed out and re-energize attendees to take their franchise operations to the next level.

Feeling fired up?

Contact us today to design an immersive event
that deepens franchisee brand loyalty.

