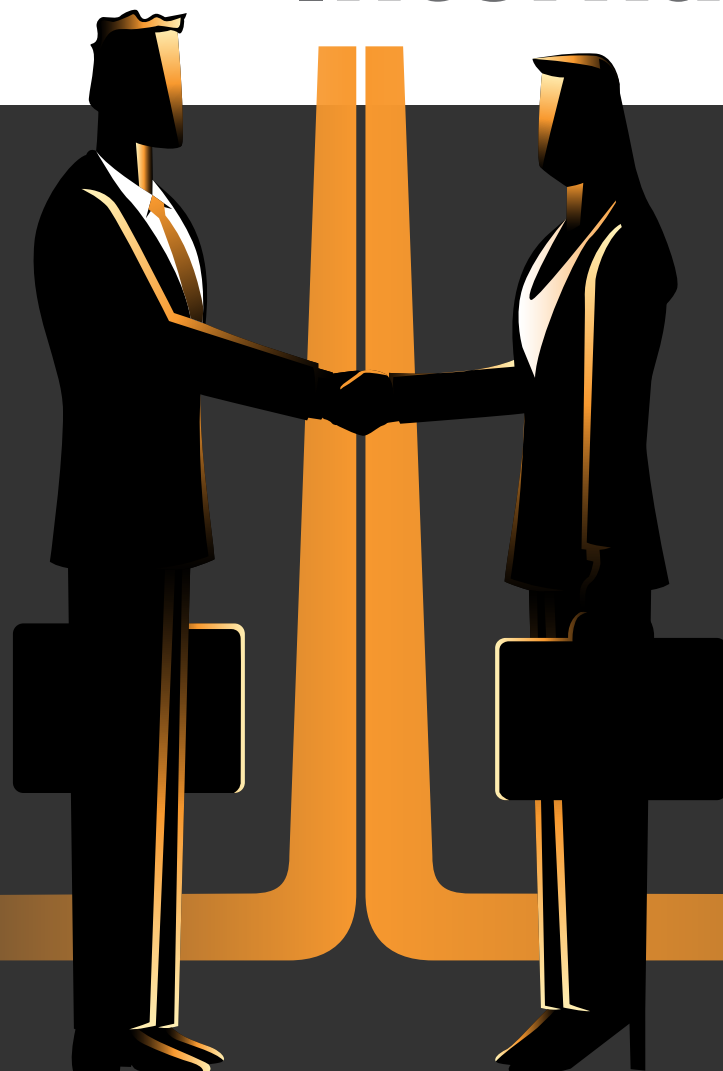




Internal Events

Grow Your Franchise WITH Internal Engagement



**DON'T MISS THE BIGGEST OPPORTUNITY
TO GROW YOUR FRANCHISE BRAND.**

Need to add value to your franchise? There's a reason why the hottest franchises like Jimmy John's and Panera Bread ask CPG to design a franchisee-focused conference year after year and never look back.

Their recent billion dollar acquisitions confirm the value that has been clear to their people all along.

CPG provides ideas to elevate franchise engagement for your big event while ensuring the sacred elements of your franchise brand stay safely intact.



cpgagency.com

How to Grow Your Franchise From the Inside Out

Your franchise convention is the critical stepping stone to connect an army of franchisees to your brand mission and empower them to serve as the best marketing model to attract new franchise opportunities.

Are your franchisees connected to the brand vision and playing an active role in making it happen? Are you treating franchisees as your best investment in brand development? Because you should be.

“The industry is just beginning to truly understand their significance.”

Jack Pearce, Executive Director of Franchise Integration at Annex Brands, Inc

Their significance: Franchisees hold the power to grow your brand.

This influence is critical with potential investors/franchisees. So how do we transform this group from “satisfied business owners” into “engaged brand advocates?”

We create them.

And since creating brand advocates is no easy task, start with these 3 pillars of success:



cpgagency.com



Pillar 1

EDUCATION

50%

of franchisees agree,
when franchisor's share
information it has a
significantly positive
impact on productivity.¹

Why **EDUCATION** is important:

- To align all parties to the brand's key goals and path forward
- To promote the mutual profitability and benefits of succeeding
- To reinforce brand standards that drive ongoing development

EDUCATION IN ACTION



It's important that all franchisee-facing personnel understand the brand guidelines and why they're important in driving franchise success. Jimmy John's found the perfect recipe for sharing brand standards with thousands of franchisees by distributing standardized marketing toolkits on-site and even showcasing their "freaky fast" approach in an exciting Sandwich Master competition.



SportClips
HAIRCUTS

At their National Huddle, Sport Clips takes the time to educate their attendees on the different products available at their stores. They do this by inviting their vendors to host special "hair shows" at the event. The education doesn't stop there - special breakout sessions help address tactical ways to improve sales, operations and retention within their business.

“ We knew **our national events needed more than just AV equipment** to take us to the next level. CPG transformed our shows to an event that's alive, exciting and entertaining for attendees. Thank you for taking the time to learn our company's focus and playing an integral role in our positive ratings increase! ”

SportClips
HAIRCUTS



cpgagency.com



Pillar 2

MOTIVATION

When franchisees are primarily **motivated by shared values** and committed to a mission, they are **9 times more likely** to have high customer satisfaction.²

Why **MOTIVATION** is important:

- To set the pace and establish that when you win, we win
- To incentivize each franchisee to play a critical role in brand development
- To empower the partnership between franchisor and franchisee



With themes like “All-In,” “Hang Ten” and “Unlimited Potential,” the Goddard Franchisee Convention packs a lot of motivational content into three days. The messaging, workshops and networking at the convention reinforce belief in the Goddard brand and inspire franchise owners to maintain their top ranking as the recognized industry leaders for early childhood development.

Franchisees who are high on **Brand Passion** (which measures a franchisee’s pride and emotional connection with the brand) deliver **a better customer experience** overall.³

“Knowing that CPG has all the details of their work so well covered allows us to concentrate on what we have to do, and that’s a liberating sense of confidence.

On both a professional and a personal level, we find everyone on your team to be a pleasure to work with and obviously the results speak for themselves.”



THE
GODDARD SCHOOL[®]
FOR EARLY CHILDHOOD DEVELOPMENT



cpgagency.com



Pillar 3

RECOGNITION

67%

of workers rated **praise** and commendation from managers **as the top motivator for performance**, beating out other financial incentives.⁴

Why **RECOGNITION** is important:

- To show franchise's commitment to support the franchisee
- To enhance company culture within the brand
- To reward the active achievers and incentivize passive parties



At their Family Reunion conference, Panera Bread recognizes its high-performing staff with the “Mother Bread” award. Executives approve nominations of those who embody all of Panera’s best qualities and CEO Ron Shaich makes the final call. A special awards night is set aside at the event to honor recipients in a powerful way.

“

This reunion will go down as the best reunion in our history... not for its theatrics, but for the true sense of family we created and experienced. Our team left knowing how they make a difference in the world, the potential that exists and truly revved up to truly keep the promise of the future.”



When companies spend **1%** or more **of payroll on recognition**,

85% see a **positive impact on engagement.**⁵



cpgagency.com



Identifying Your Brand Advocates

Franchising World research uncovered that **franchisees with high levels of satisfaction do not have high levels of engagement.** And since satisfaction is subjective, we shouldn't ignore the franchisees who aren't engaged but aren't complaining. Engagement comes when your franchisees are passionate about the brand's success.

What drives franchisee engagement:

- They are connected to the brand mission
- They participate in brand programs and activities
- They enforce brand standards
- They support and inspire fellow franchisees
- They feel supported and appreciated by the brand
- They take ownership in overall brand success

How to tell if Franchisees are disengaged:

- Low attendance at your big convention or meeting
- Lack of responsiveness to surveys and polls
- Low readership of communication materials
- Lack of compliance with franchise agreement
- Lack of initiative to share ideas and help other franchisees



Set your brand up for success by learning more about how the annual convention can **educate**, **motivate** and **recognize** your franchisees.

CPG will share experiential ways to **connect your people** and **grow your franchise**.

Let's chat about how CPG can help grow your franchise brand.

REFERENCES

¹ Geckoboard Management Study

² LRN Study

³ 2014 Franchise Relationships Institute research

⁴ McKinsey & Company report

⁵ SHRM/Globeforce survey results