Full Agenda at a Glance

SUMMIT 2026

October 28–30, 2026 | Hilton Austin | Austin, TX
500 East 4th Street, Austin, TX 78701

Wednesday, October 28

9:00 AM

Registration Opens

10:00 AM - 4:00 PM

Pre-Conference Workshops

One attendee per brand | Separate Reg Fee Required | Lunch & Happy Hour Included
These all-day sessions are intentionally designed for deeper dialogue, stronger connections, and more actionable takeaways.

C-Level Executives

Designed for senior leaders navigating today's most complex franchise challenges, this full-day, peer-driven session creates space for candid conversation and strategic problem-solving. Facilitated by Franchise Business Review and trusted partners, the discussion goes beyond surface-level topics to focus on real operational pressures, leadership decisions, and system-wide opportunities. Participants will:

- Engage in high-level, confidential discussion with fellow C-suite leaders
- Share challenges and best practices related to growth, performance, and culture
- Explore practical, real-world solutions that can be applied immediately
- Build meaningful connections with peers facing similar leadership realities

Sponsored by: Cheng Cohen, Stay In Your Lane

VP & Directors

Built for VP and Director level leaders responsible for turning strategy into execution, this full-day interactive workshop focuses on practical challenges and real-world problem solving. Facilitated by Franchise Business Review and trusted partners, participants will connect with leaders across systems to exchange ideas, challenges, and proven approaches. Participants will:

- Collaborate with fellow VP and Director level leaders in a peer-driven setting
- Share challenges and solutions related to operations, people, and performance
- Learn what's working across other franchise systems
- Leave with actionable insights they can immediately apply

Sponsored by: Delightree, AC Inc.

HR & People Leaders

Built for HR and People leaders responsible for building the cultures, teams, and systems that drive franchise performance, this full-day interactive workshop focuses on the real workforce challenges shaping franchising today. Facilitated by Franchise Business Review and trusted partners, participants will connect with peers across systems to exchange ideas, hard-won lessons, and proven people strategies. Participants will:

- Collaborate with fellow HR and People leaders in a candid, peer-driven setting
- Share challenges and solutions related to talent acquisition, retention, and franchisee support
- Explore what's working across other franchise systems to reduce turnover and build strong cultures
- Leave with actionable frameworks they can bring back and implement immediately

Sponsored by: CareerPlug

4:00 PM

Happy Hour for Pre-Conference Workshop Attendees

Pre-Conference Workshop attendees are invited to attend a post-workshop networking happy hour.

Wednesday, October 28 (continued)

5:00 PM **Welcome Reception & Franchising for Good Charity Event**

Join the FBR Team and our sponsors in the foyer during VIP check-in to kick things off with purpose. Take part in a hands-on charitable experience supporting a meaningful cause, connect with fellow attendees, and enjoy a celebratory champagne toast.

Sponsored by: AC Inc., Delightree, RocketBarn, Stay In Your Lane

7:00 PM **Wrap-Up**

Thursday, October 29

7:30 AM **Registration & Breakfast Open**

8:30 AM **Kick-Off & Welcome**

9:00 AM **Keynote with Monica Rothgery**

In this engaging and story-driven keynote, Monica will guide Summit attendees through the leadership lessons she learned on the frontlines - from behind the counter to the C-Suite. Drawing from her training as an officer in the U.S. Army and decades of restaurant experience, she'll share practical insights on servant leadership, authentic connection, and what it really means to show up for your team. Attendees will leave with a renewed sense of purpose, actionable frameworks for leading with vulnerability and authenticity, and the tools to build stronger, more resilient teams at every level of their franchise organization. See more here.

10:00 AM **Networking Break**

10:30 AM **Hot Topic Roundtables**

Small-group, peer-led discussions on the issues top of mind for franchise operations leaders right now.

11:30 AM **Breakout Sessions**

Close the Loop: How Ops and Marketing Work Together to Drive Franchisee Success

Marketing funds. Local campaigns. Digital assets. Printed materials. Community outreach. Franchisees have a lot to manage, and when things aren't working, ops teams hear about it first. This session is built for field leaders who want to stop fielding complaints and start driving solutions. You'll learn how to set clear expectations around the franchisor's marketing role versus the franchisee's, how to coach franchisees on local marketing execution, and when outside partners can fill the gaps your internal team can't. Leave with a practical framework for turning marketing friction into a competitive advantage for your franchisees and your brand.

The Quick Connection Playbook: Turning Human-Centered Skills into Measurable Business Levers

Human-centered skills are often treated as "soft," but in franchising they are some of the strongest business levers a brand can develop. The franchise systems that stand out are not the ones with the newest technology. They are the ones whose teams communicate clearly, connect quickly, and create experiences that build trust. This session shows how communication, empathy, and connection can be taught and reinforced just like any other operational skill. Using real examples from Prime IV Hydration and Wellness, Kate Savransky shares practical tools such as consultative selling, the IM GREAT method, and Wellness Plans that help teams build loyalty, improve retention, and deliver a more consistent client experience. Attendees will walk away with a simple playbook they can apply immediately to support stronger franchisee performance, better team culture, and meaningful improvements in revenue and client satisfaction.

Thursday, October 29 (continued)

11:30 AM

The First 90 Days: How Operations Determines Whether New Franchisees Succeed

Considering 64% of franchisees are first-time business owners, for many franchise brands, the first 90 days determine whether a new franchisee builds confidence, or becomes overwhelmed by operational complexity. New owners are often learning multiple systems at once while trying to generate revenue, manage staff, and deliver great customer experiences. Without clear operational structure, even highly motivated franchisees can struggle to gain momentum.

In this session, we'll explore the critical operational milestones that set new franchisees up for success. We'll examine common gaps in onboarding and highlight the processes successful franchise brands establish early to create clarity and confidence. Participants will leave with a practical framework for structuring the first 90 days of franchise ownership (from operational setup to daily execution) so new franchisees can move quickly from learning the business to successfully running it.

12:30 PM

Lunch & Awards Presentation

1:30 PM

90-Minute Labs

Choose one deep-dive, hands-on lab for extended learning and peer collaboration.

Coaching for Profitable Growth

High-performing franchise systems don't just report numbers—they coach franchisees to act on them. This interactive workshop provides franchise support professionals with practical frameworks for improving unit-level profitability and financial decision-making. Focused on real-world application rather than accounting theory, participants leave with tools they can immediately use to support new franchisees, address underperformance, or guide successful operators through growth decisions.

Hard Conversations, Handled Well: A Guide to Franchisor/Franchisee Conflict Resolution

Franchisee frustration doesn't show up overnight. It builds. And by the time it lands in your inbox as an angry email or in your voicemail as a threat, you're already behind. This session brings together a franchisor, an independent franchise association rep, and a legal expert to tackle the real question: how do you resolve conflict before it gets expensive? You'll hear candid stories from the field, learn a step-by-step framework for navigating tough conversations, and get clear on what your legal exposure actually looks like when relationships go sideways. The goal isn't to avoid hard conversations. It's to get better at having them.

Stop Doing It the Hard Way: How FBCs Are Using AI to Work Smarter

Field business consultants spend a fraction of their time actually coaching. The rest goes to prep, admin, reporting, and follow-up. AI won't replace your FBCs, but it will give back the hours that are keeping them reactive. This session cuts straight to the practical: which tools are franchise support teams actually using, what do they use them for, and what does that look like in the real world? A franchisor field team leader and an outside expert will walk through real examples, from pre-visit prep and post-visit summaries to identifying performance trends and drafting franchisee communications. You'll leave with a short list of tools your team can test immediately, no IT department required.

3:00 PM

Networking Break

3:20 PM

Breakout Sessions

Stuck in Neutral: Coaching Strategies for Franchisees Who've Stopped Growing

The bottom performers get attention. The top performers get celebrated. But what about everyone in between? The franchisees who are compliant, comfortable, and completely checked out of growth? This is the coaching challenge

most field teams aren't trained for, and it's sitting in the middle of almost every franchise system right now. This session tackles the tenure cliff head-on. You'll learn why years five through ten are the highest-risk window for franchisee disengagement, how to tell the difference between a franchisee who CAN'T improve and one who WON'T, and what coaching approaches actually move the needle with owners who don't think they have a problem. Roundtable discussions will give you the chance to work through the scenarios you're already dealing with in your own system.

Stop Leaving Ideas on the Table: How High-Performing Brands Learn from Their Own Networks

Most franchise systems have the answers to some of their biggest challenges sitting right inside their own network. The franchisee who figured out a smarter hiring process. The operator who solved a customer retention problem nobody at corporate had cracked. The multi-unit owner with a management development approach worth stealing. The brands that grow fastest aren't just the ones with the best corporate playbook. They're the ones that know how to find those people, learn from them, and scale what they know. This session digs into the formal and informal structures that make franchisee-led innovation possible: advisory councils that have real influence, peer mentorship programs that stick, and idea pipelines that turn field insights into system improvements. Bring your current approach to the roundtable. Leave with a better one.

What's Working Right Now: Supplier Partners Share Tools, Tech & Ideas From the Field

Your team knows your brand better than anyone. But your vendor partners know something you can't: what's actually happening across hundreds of brands right now. We're flipping the usual format. They see which tools actually move the needle on growth and efficiency, and which ones are just noise. They see the fixes nobody's team would ever think to try, because they're only looking at one brand. We're flipping the usual format. Instead of a supplier moderating franchisors, a franchisor is putting 3 vendor partners in the hot seat. No pitch decks. No sales talk. Just real case studies on the tools, tech, and ideas that are driving growth and efficiency today, without adding more work to your franchisees' plates. Come ready to steal ideas that are already working.

4:10 PM

A Strategic Framework for Creating Greater Systemwide Impact

Most franchise systems pour their time into their lowest performers, but is that where support creates the biggest impact? This case study session introduces the Protect, Accelerate, Stabilize framework, a practical way to sort your locations and shift more coaching and resources toward the middle performers with the foundation and drive to climb. You'll leave knowing how to spot your highest-potential units, focus support where it moves the needle, and measure the return on your field team's time.

5:00 PM

Wrap-Up

6:00 PM - 9:00 PM

FBR After Party at Cosmic Saltillo Austin

After a full day of insights and connections, it's time to kick back and have some fun. Join us for the FBR After Party at Cosmic Saltillo, Austin's favorite indoor-outdoor cocktail and patio spot. Grab a drink, relax in the garden, and enjoy good company under the string lights.

Cosmic Saltillo
1300 E 4th St.
Austin, TX 78702
📍 Directions

Sponsored by: Delightree, Fortidia, Solvo Global

Friday, October 30

7:30 AM

Registration & Breakfast Open

8:30 AM

The Franchise Fire Drill

No slides. No safety net. Teams draw a real-world crisis out of a hat: a viral bad review, a regional manager who just quit, a franchisee threatening to walk. You've got 20 minutes to build your response, then you're in the hot seat facing a skeptical "CEO" who wants answers now. Fast, funny, and full of ideas you'll actually use the next time your phone rings at 7am.

9:30 AM

Panel: From Franchisee to Franchisor - Lessons from Both Sides of the Table

Most corporate leaders say they understand franchisees. These three actually were franchisees. In this discussion, three executives who made the leap from franchisee to the corporate team share what that experience taught them, and how it changed everything about how they show up for franchisees today. What did they get wrong when they were in the field? What did they wish corporate understood? And now that they're on the other side of the table, what have they done differently because of it? Sharing perspectives from people who've lived both realities. You'll walk away with a sharper understanding of the franchisee mindset, the gaps that most systems overlook, and what it actually looks like when field experience shapes executive decisions.

10:30 AM

Networking Break

10:50 AM

General Session: What AI Changes — and Doesn't in Performance Coaching

AI is everywhere in franchising right now, but most operations teams are still trying to answer a more practical question: does it actually make coaching better? In this session, operations leaders and coaches share how AI has changed the day-to-day rhythm of franchise coaching over the past two years — where it improves the speed, quality, and consistency of decision-making, and highlighting where human judgment still matters most. They'll also share what they learned along the way: what worked, what didn't, and how to roll AI out effectively without creating more noise, complexity, or resistance for field teams.

12:00 PM

Closing

12:15 PM - 1:15 PM

The Unworkshop: To-Dos and Takeaways from Summit 2026

No speakers. No slides. The Unworkshop is a one-hour hands-on working session where you bring a real challenge, your table becomes your advisory board, and you leave with an actual plan with a side of accountability, not just a notebook full of good intentions. Come ready to roll up your sleeves. Monday morning is closer than you think.