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THE FRANCHISE CONFERENCE REPORT

LEVERAGING DISRUPTIVE TECHNOLOGY FOR GREATER ENGAGEMENT

EXECUTIVE SUMMARY:

Without a doubt, The Franchise Conference is the single top marketing tool to educate the franchise system, but it isn't easy, nor is it cheap. Meanwhile, audiences are more distracted than ever before.

We are living in a mobile-driven world. Franchise executives and franchise owners rely on their mobile devices to run their businesses. This universal trend is growing daily with no sign of slowing down.

Franchise conference stakeholders struggle to deal with the pervasive mobile device that compete with an agenda overflowing with business-critical information attendees absolutely must understand and implement.

"The Franchise Conference is the single top marketing tool to educate the franchise system."

The single best way to overcome the disruptive influence of mobile devices and other disruptive media at the franchise conference is not to ban them, nor to simply provide an event app Band-Aid. The answer lies in the ability to understand the psychology of this disruption, and meet the users where their needs are greatest, with an entirely new approach to incorporating mobile technology into events.

The solution is one that actually improves the engagement at the conferences, and delivers improved business results afterwards.

"Turn your cell phone ON."

TO **DISRUPT**
TO **INTERRUPT**
OR TO **ENGAGE?**

A disruptive technology is one that displaces an established technology and shakes up the industry or a groundbreaking product that creates a completely new industry. Mobile devices are exactly that – disruptive – especially for how meetings are structured.

Traditionally, mobile devices have been viewed as highly disruptive to content delivered at conferences. Many businesses believe that a greater percentage of time is wasted for personal use on these devices than is spent with actual business during the workday. Still, with over hundreds of millions of devices (and climbing) in the US, a meeting stakeholder would be well advised to stop resisting the inevitable disruptive tide, leveraging these devices instead.

Of course, business never stops, even for important, business-related conferences. At the very moment that franchisees are receiving great content on how to promote in their local markets, handle operations and onboard new staff, they are often fielding a stream of on-going challenges in those exact areas within their units.

It can seem counter productive to ask attendees to stop running their business in order to grow their business. This is why the most forward-thinking conferences are turning the tables, and encouraging attendees to bring their devices, charged up, and ready to use beginning with the first session, right through every breakout session.

Inviting attendees to "Turn Your Cell Phones ON" at the beginning of a conference creates a fresh, vibrant and creative space where real engagement can be instilled.

"In our digital-first culture, we think smartphones are a gift in amplifying the experience beyond the room," says *Wired* head of marketing Maya Draisin, in an interview with BIZBASH Magazine.

THE GROWTH **OF EVENT APPS**

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**Percentage of Event and Meeting Planners Currently Using Mobile Event Apps Today – and 2018 Forecast**

TODAY	BY 2018
75%	**86%**
have an App	will have an App by 2018

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2017 Mobile Event Apps Budget Growth Expectation

Ninety-four percent of the industry with a mobile event app will increase or maintain their app budget spending level in 2018. Of the groups planning to increase their spending, the average budget increase is a significant 21%
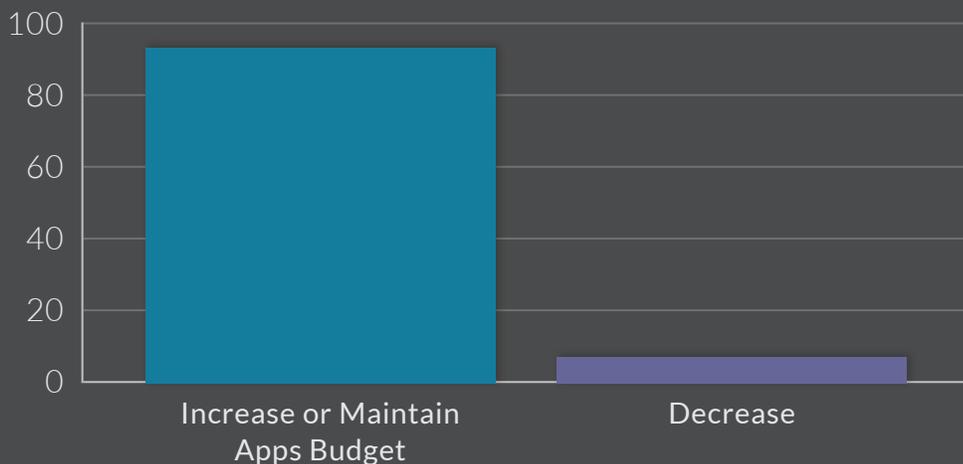
Source: The Momentum of Mobile Event Apps: Crowd Compass & EMI

Engaging with apps. More attendees are using mobile apps, and that trend is expected to continue. Global hoteliers anticipate a 4.3 percent increase in app usage.

~ American Express' November 2017 Global Event Forecast

THINKING **OUTSIDE THE APP**

Additionally, although almost 100% of attendees download web-based versions of apps, it can be extremely difficult and frustrating for attendees trying to use the app since a wireless network can be difficult to use in crowded venues with slower bandwidth.

A QR code at your booth or somewhere near the entrance that allows users to scan and download the app or quick instructions for users to download the app. Emailing instructions also is handy if you know your audience and attendees before the conference. Still, this will not solve the underutilized app conundrum.

It is important to note that attendee experience with the internet can impact their entire experience with your event. There are speed tests that can determine internet speed in a venue, which help you to manage and control the attendee experience. When attendees are forced to rely on cell signal as a back up to Wi-Fi, they may find it unreliable, depending on the venue, especially if they don't have 4G service. This reflects on your event, and your content. When you elect to block attendees from internet access due to the high cost you need to factor in the high irritation factor and low app use this creates.

The answer to getting real ROI from an event app is twofold: make it an integral part of the event, and use it for real-time dialog with attendees.

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WHY ARE MOBILE DEVICES
SO ADDICTIVE?

It isn't the mobile devices that are so addictive. It is the content and the very psychologically savvy way many platform encourage engagement. Social media channels understand the vital need for four things every person shares, and they deliver a highly accessible avenue to get those needs met:

1

Social validation

A Facebook 'Like' or a Twitter 'Favorite' is a social signal that makes us feel good.

2

Fear of Missing Out (FOMO)

Sixty-seven percent of users say that they're afraid they'll "miss something."

3

Self-disclosure

Eighty percent of our online conversations are self-disclosure, compared to 30 to 40 percent of offline conversations. A study from Harvard University showed that self-disclosure online fires up a part of the brain that also lights up when taking an addictive substance, like cocaine.

4

Social Comparison

People compare themselves to assess feelings, strengths, weaknesses, abilities and perspectives. Having your social connections reaffirmed makes you feel good.

Franchise executives and conference planners who understand these basic needs can also use them within event apps to amplify engagement on the very platform that is currently depleting it.

One way to really amplify engagement is to create real-time dialog with attendees during a live session. In more contentious franchise systems this can feel like a high-risk approach, but when carefully structured, with consideration to various scenarios, the results actually diffuse conflict, rather than increase it.

DISRUPTION **BEYOND MOBILE**
WHAT'S HOT NOW

Branding with Video Mapping:

A major rebrand required creating a full immersion for attendees in the new brand look. By using video mapping technology, the full spectrum of rebranding surrounded attendees in the general session. The stage revealed more and more of the new brand look with each session. Branded cars drove virtually around the room, and product 10x its normal size was projected on the walls of the room.

By becoming visually immersed in the new brand look, attendees saw the new look and messaging as powerful, transformative, innovative, and meaningful in ways more traditional media deliver could not deliver.

Engagement with The Speaker Cube:

Just like your executive and paid speakers, audiences have a lot to say, and desire deeply to be heard. Creating an affordable platform for their full engagement can be a real challenge. During a session that needed to create discussion, consensus and buy-in, one organization employed 30 Speaker Cubes that could be tossed from person to person without cords, runners or mic stands.

The sense of receiving the mic like a ball toss diffused areas of negativity, and added a game like quality. The immediate access, without waiting for a runner mic, and receiving it from fellow audience members was highly motivating for dialog. A higher level of inclusivity delivered greater results.

Dynamic, Real-time Video Reinforcement:

Leveraging video technology utilized by broadcast sports coverage, one franchise reinforced key messages and entertained its mostly male audience in a provocative manner. The entire event was sports themed, so traditional presentations carried a scroll banner at the bottom of the slide promoting upcoming content, and commentators provided a "play by play" main point recap on a telestrator from their ESPN-styled desk.

TRENDS TO WATCH

Technology in business – and every aspect of our lives – is increasing exponentially. This trend shows no sign of slowing down, which would mean that in the next 10 years, technology will have grown 1000 times more advanced, and in only 20 years it will be 1 Million times more advanced (source: TheEmergingFuture.com). This means that those franchise systems that are seeking to increase franchisee use of technology to enhance productivity and profitability must lead by example. Conferences cannot carry the burden of introducing new technology in a vacuum, however they are the single most powerful format to introduce technology as a collaborative experience.

Case in Point: Starbucks' Augmented Reality

In order to strengthen its customer bonds, Starbucks' is launching an augmented reality pilot in its Shanghai outlet that may be a pilot for the future of retail. Via a prototype app, customers can use their mobile devices to receive specials, suggestions and make purchases.

A survey conducted by Retail Perceptions demonstrates that customers prefer to engage with AR as they shop. The survey finds that 40% consumers are willing to pay more for a product if they could experience it through AR, while 61% prefer to shop at stores that offer AR and 71% claim that they would shop at a retailer more often if they offered AR.

SUMMARY:

Technology is well beyond an event "enhancement". It is a critical factor in franchise growth. Franchise organizations that can demonstrate mastery of the most powerful technological tools will find themselves able to create an innovative franchise culture.

This culture begins with how the franchise can combine the efficiency of technology with the emotional bond of personal interaction. This blending is at the core of all successful conferences, and is an indicator of how a brand sees itself and chooses to be seen both by its franchisees and its customers.

ABOUT
dynami group
YOUR FRANCHISE CONVENTION RESOURCE:

PRODUCTION

Identifying, planning, and designing the physical and technical support needed to effectively deliver your program. Audio-visual, stage-set design, seating plans, scheduling, labor, technicians, etc.

EVENT MANAGEMENT

Comprehensive logistical planning, everything from the rudimentary to the ritzy. Site/venue research, hotel contract negotiation, room-block management, ground transportation, food and beverage, onsite registration, staffing, motivational speakers, entertainment, linens, florals, activities, premium items, lions and tigers and bears, oh my!

ROAD SHOWS

When you need to take your business message to the street (or many streets on a tight schedule), we know how to deliver the often-complex event management and production needs driven by tight turnarounds and overlapping schedules. Rubik's Cube…? Solved!

VIDEO

This powerful medium adds energy to your program and can be designed and produced at all quality and price levels from GoPro Hero 3 to broadcast-worthy. We offer full-service video support, including concept, design, scripting, production, and editing.

VISIT US AT BOOTH #848
at IFA 2018 and find out how we can help you!