

# Franchise Marketing Systems' Chris Conner to Speak at Dallas/Fort Worth Let's Grow Event

*Annual franchise conference brings industry leaders together for education and growth*

DALLAS, TX, UNITED STATES, January 16, 2025 /EINPresswire.com/ -- The 2nd Annual [Let's Grow! Franchise Sales and Development Assembly](#) will be held from February 2nd to 4th at the Dallas/Fort Worth Marriott Hotel and Golf Club at Champions Circle. The event will bring together some of the most prominent and influential professionals in the franchise industry for four days of comprehensive techniques—from basics to the latest trends. Chris Conner, President of the Atlanta-based franchise development firm [Franchise Marketing Systems](#), is slated to speak on Tuesday during the conference.



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*Chris Conner, President of Franchise Marketing Systems*

“This conference has proven to be an invaluable resource for countless franchise professionals,” said Conner. “I'm excited to share strategies that can truly transform franchise growth and development.”

Conner's session will focus on building scalable franchise systems, offering insights into establishing strong company cultures, developing strategies for rapid expansion, and evolving value propositions to meet market demands—all while maintaining brand integrity. Attendees will gain practical tools to achieve critical mass and foster a growth-

oriented mindset, positioning their franchises for long-term success.

Let's Grow, presented by Tenet Financial Group, is a unique conference designed to provide hands-on education and actionable insights for franchise professionals. Featuring a robust 45 session lineup of seminars, keynote presentations, roundtable discussions, and networking

events, the event aims to equip franchisees and franchisors with tools they can implement immediately. Topics will include marketing, sales, real estate, and finance, with opportunities to learn directly from industry experts.

Attendance registration for the event is still open, and more information, including a full agenda, can be found at <https://letsgrow.franchiseassembly.com/>.

**ABOUT Franchise Marketing Systems**  
Franchise Marketing Systems is a 5-star full-service franchise consulting agency dedicated to helping businesses expand through franchising. With expertise across industries including home services, retail, food service, fitness, and product distribution, the firm offers comprehensive support for businesses seeking to franchise. For more information, visit [www.fmsfranchise.com](http://www.fmsfranchise.com).

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The image is a promotional banner for an event. At the top, the logo for 'FMS FRANCHISE' is displayed in a bold, green, sans-serif font. Below the logo is a black horizontal bar with the text 'I'M ATTENDING!' in white, bold, uppercase letters. Underneath this bar is a photograph of a large conference room with many people seated at tables. Overlaid on the photograph is the text 'Join Us!' in a cursive font, followed by 'LET'S GROW!' in large, bold, black and yellow letters. Below this, it says 'Franchise Sales & Development Assembly'. At the bottom of the photograph is a yellow button with a right-pointing arrow and the text 'REGISTER NOW'. Below the photograph is a solid yellow horizontal bar with the text 'FEBRUARY 2-4, 2025 | DALLAS/FT. WORTH' and 'LETSGROW.FRANCHISEASSEMBLY.COM' in black, uppercase letters.