

# Chris Conner, President of Franchise Marketing Systems, to Speak at the 3rd Annual Let's Grow Conference in Fort Worth

*An early-stage franchising session at the Let's Grow Conference will outline the systems and structure needed for sustainable franchise growth.*

FORT WORTH, TX, UNITED STATES, January 27, 2026 /EINPresswire.com/ -- Chris Conner, President of [Franchise Marketing Systems](#), will be a featured speaker at the 3rd Annual Let's Grow Conference, taking place January 27 to January 30th at the Marriott Hotel & Golf Club at Champions Circle in Fort Worth, Texas.

Conner will lead a session titled "Early-Stage Franchising" from 4:00–4:55 PM in the Trinity Room on the second day of the conference. During his session, Conner will provide an in-depth look at what it truly takes to prepare a business for franchising in its earliest stages.

Drawing from extensive experience working with emerging and growth-stage brands, the session will explore the fundamentals of franchise readiness needed to launch a scalable franchise model. Topics will include building comprehensive operational documentation and systems, establishing enforceable brand standards, designing effective training programs, and aligning legal and structural elements to support long-term expansion.

The logo for FMS FRANCHISE, featuring the letters "FMS" in a large, bold, green, sans-serif font, with the word "FRANCHISE" in a smaller, green, sans-serif font below it.

Attendees will learn how to transform a proven business into a replicable model, create consistency across locations, and position a concept for sustainable growth. Conner will also provide real-world examples and actionable strategies for franchisors to enter the franchise market with confidence.

The Let's Grow Conference is a comprehensive educational program designed to teach everything from the fundamentals of franchise development to advanced sales techniques and emerging industry trends. Now in its third year, the conference brings together franchise professionals, emerging brands, and industry leaders for two full days of learning, collaboration, and strategic insight. The conference will feature keynote presentations, panel discussions, and interactive workshops, providing attendees the chance to connect directly with franchising experts and peers from across the country. All sessions will be held at the Marriott Hotel & Golf Club at Champions Circle in Fort Worth.

Learn more about Chris Conner and Franchise Marketing Systems by visiting [www.fmsfranchise.com](http://www.fmsfranchise.com). Franchise Assembly information for this and future events can be found at <https://franchiseassembly.com>.

About Franchise Marketing Systems (FMS):

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. To learn more or to schedule a free consultation with Chris Conner and his team, visit [www.fmsfranchise.com](http://www.fmsfranchise.com).

Franchise Marketing Systems

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