



First Annual National Convention

Thrive in '25

April 24-26, 2025 | Hyatt Place, Farmington Utah

Day 1: Thursday, April 24, 2025

Focus: Energy, Inspiration & Future Vision

8:00 AM – 9:00 AM | Registration & Welcome Breakfast

- Check-in, networking, and light breakfast
- Meet & greet with corporate team and fellow franchisees

9:00 AM – 10:30 AM | Opening Hype Session: Thrive in '25!

- High-energy kickoff with music, video highlights, and franchisee spotlights
- CEO Welcome & State of the Company: Wins from '24 and Vision for '25
- Key growth metrics, expansion updates, and strategic focus areas

10:30 AM – 11:00 AM | Break & Vendor Showcase

11:00 AM – 12:30 PM | Training Session #1: Sales & Scaling

- Best practices for growing franchise revenue
- Customer engagement and retention strategies
- Panel: Success stories from top-performing franchisees

12:30 PM – 2:00 PM | Networking Lunch & Vendor Spotlights

- Partner presentations on new products and innovations

2:00 PM – 3:30 PM | Training Session #2: Thriving in Operations

- Streamlining processes for efficiency and profitability
- Managing staff and team culture for long-term success
- Workshop: Problem-solving real-world franchise challenges

3:30 PM – 4:00 PM | Break & Networking

4:00 PM – 5:30 PM | Technology Launch: The Future of Team Up Athletics

- Live demo of new tech/tools designed to boost franchisee success
- Hands-on workshop with Q&A

6:30 PM – 9:00 PM | Fun Event: Team Up Challenge Night!

- Interactive team-building activities & friendly competitions
 - Food, drinks, and prizes
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Day 2: Friday, April 25, 2025

Focus: Learning, Collaboration & Giving Back

8:00 AM – 9:00 AM | Breakfast & Vendor Expo

9:00 AM – 10:30 AM | Keynote Speaker: Thriving as a Leader in 2025

- Inspiring talk from a top business leader, coach, or athlete

10:30 AM – 11:00 AM | Break & Vendor Visits

11:00 AM – 12:30 PM | Breakout Training Sessions (Choose One)

- *Marketing Mastery*: Digital and grassroots strategies to grow local reach
- *Financial Fitness*: Maximizing profitability and managing cash flow
- *Customer Experience Excellence*: Creating raving fans

12:30 PM – 2:00 PM | Lunch & Franchisee Roundtables

- Small group discussions on best practices and shared challenges

2:00 PM – 4:00 PM | Service Project: Giving Back Together

- Community initiative supporting youth sports or underprivileged athletes
- Hands-on volunteering as a franchise team

4:00 PM – 6:00 PM | Free Time

6:30 PM – 9:30 PM | Awards Banquet & Celebration

- Recognizing top-performing franchisees and teams
- Special awards for innovation, leadership, and community impact
- Dinner, entertainment, and a celebratory toast

Day 3: Saturday, April 26, 2025 (Half-Day)

Focus: Execution & Motivation

8:00 AM – 9:00 AM | Breakfast & Coffee Conversations

9:00 AM – 10:30 AM | Panel: Franchise Success Stories

- Candid conversations with top-performing franchisees
- Lessons learned and strategies for 2025 growth

10:30 AM – 11:00 AM | Break

11:00 AM – 12:00 PM | Closing Session: Thrive Forward

- Key takeaways and action plans for franchisees
- Final motivation from leadership team
- Event wrap-up and closing remarks

12:00 PM | Convention Ends – Thrive in '25 Begins!