



FRANCHISING®
Building local businesses,
one opportunity at a time.

Franchise Development Seminar
Thursday, May 18, 2017 – The Westin Buckhead, Atlanta, GA – Woodruff Room
Schedule of Events *(as of 4/18/17)*

8:00 am **Registration Desk Open with Continental Breakfast**

Seminar Moderator: Joe Lindenmayer, CFE, Vice President, California Closet Company, Inc.

8:30 am – 8:50 am **Welcome & IFA/FranConnect Franchise Sales Index Report**

The International Franchise Association and the Franchise Education and Research Foundation are very excited to partner with FranConnect to provide state-of-the-art franchise sales performance analytics and educational tools that can help franchise companies continuously improve their development process. Through cooperation with FranConnect, we will offer educational programs, recognized for Certified Franchise Executive (CFE) credits, focused on best practices in franchise development, backed by measurable franchise sales KPIs, processes, and systems.

Speaker: Keith Gerson, CFE, President, Global Operations & COO, FranConnect

8:50 am – 9:35 am **Roundtable Discussions**

Sit at a roundtable with fellow franchise executives for informal discussions on topics focused around franchise development. Get direct feedback on issues that are important to you.

9:45 am – 10:30 am **CEO Presentation**

Hear from a franchisor CEO about their sales program and learn tangible strategies you can use in your own system. Because these seminars take place in an intimate environment, you'll have an opportunity to ask questions and interact with top-level CEO's who can provide you with the detailed information you need to ensure continued success.

Speaker: Chris Dull, CFE, President & CEO, Global Franchise Group, LLC

10:30 am – 10:50 am **Refreshment & Networking Break**

10:50 am – 12:05 pm **Team Exercise/Case Study**

You will work in teams of 8-10 people with a team leader on the following Case Study:

You have a budget of \$150,000 to put towards your lead generation program. Outline specific strategies/tools for how you would spend it. As a team you will come up with the best options to meet your lead generation goals.

TEAM LEADERS INCLUDE: Clarissa Bradstock, CEO, Any Test Franchising, Inc.; Patricia Perry, CFE, Vice President, Global Franchise Development, Blink Fitness; Christina Chambers, Vice President of Franchise Development, Huddle House, Inc.; Charles Watson, CFE, Chief Development Officer, Tropical Smoothie Café

12:05 pm – 1:35 pm Luncheon with Featured Franchisor C-Suite Executive

Learn from a leading franchise executive about what single biggest change their company made to their development program in the past year. What has been successful? What new programs have they implemented that have made a significant difference? What is the measurable result?

Speaker: Thomas Wood, CFE, President & CEO, Floor Coverings International

1:45 pm – 2:25 pm Item 19 and Your Sales Process

Learn the latest on hot cases and issues regarding Item 19 that directly impact sales development. Discussions will include different scenarios and how their outcome affects sales processes.

Speaker: TBD

2:25 pm – 2:40 pm Refreshment & Networking Break

2:40 pm – 4:00 pm Mystery Shopping – What’s in Your Franchise Development Website and Is It Working for You?

Franchise development websites will be identified in advance of the program and evaluated. During the seminar our experts will discuss what they found. What’s the good, the bad and the ugly? What does the facilitator recommend should be changed?

Speaker: TBD

4:00 pm Closing Remarks and Adjournment

**Join fellow Franchise Development Excellence Workshop and Franchise Development Seminar attendees the night prior to the seminar for an informal happy hour! Location and time to be shared closer to the seminar.*