

IFA's 51st Annual Convention – Abbreviated Schedule of Events

February 13-16, 2011

MGM Grand Hotel, Las Vegas (Revised 7/22/10)

Saturday, February 12

8:00am – 10:00am ICFE Registration
8:30am – 5:30pm ICFE Special Session – Financial Bootcamp
8:30am – 5:30pm ICFE Special Session – FRAN-GUARD
8:30am – 5:30pm ICFE Special Session – Principles of Franchise Management
8:30am – 5:30pm ICFE Special Session – Franchise Relations Clinic
12:00n – 1:00pm ICFE Special Session Luncheon
3:00pm – 5:00pm Franchisor Forum
7:00pm IFA Executive Committee Dinner

9:00am – 12:00n Technology Summit
9:00am – 12:00n New Markets Summit
9:00am – 12:00n Elements of Successful Franchising
10:00am – 12:00n Awards Committee
11:30am – 12:30pm PAC Reception
12:30pm – 2:30pm Opening General Session & Luncheon
2:45pm – 4:15pm CONCURRENT SESSIONS

- Developing & Leading High Performance Franchisee Peer Groups
- Financial Management for Non Financial Managers
- Running an Effective Franchise Advisory Council
- Franchise Agreement Top Ten
- Moving the Franchisee Towards Greater Profitability
- 10 Basic Issues Facing Start-Up Franchisors
- Best Practices in Training
- How to Refresh, Protect & Enhance Your Brand
- Franchise Development Strategies for the New Normal
- Franchisee Engagement: Dissecting the Key Performance Drivers
- How Franchisees and Franchisors Can Work Together on Small Business Issues

4:30pm – 8:30pm Chairman's Reception w/ Exhibitors
7:30pm – 9:00pm Women's Franchise Comm. Reception

Sunday, February 13

7:30am – 9:30am Educ. Foundation Board of Trustees
7:30am – 8:00pm Registration
8:00am – 5:00pm Press Room
8:00am – 9:30am Finance, Audit & Budget Committee
8:00am – 10:00am VetFran Committee
8:00am – 9:00am Franchise Relations Committee
8:00am – 10:00am Membership Committee
8:30am – 5:30pm ICFE Special Session – Franchise Development & Franchisor Financing Strategies
8:30am – 5:30pm ICFE Special Session – FRAN-GUARD
8:30am – 5:30pm ICFE Special Session – International Business Development
8:30am – 5:30pm ICFE Special Session – Strategic Thinking & Planning
8:30am – 10:00am Legal Legislative Committee
9:00am – 11:00am Women's Franchise Committee
10:00am – 1:00pm IFA Executive Committee Meeting
10:00am – 12:00n International Committee
10:00am – 12:00n ICFE Board of Governors
10:00am – 12:00n Marketing & PR Committee
10:00am – 12:00n Past Chairmen's Council
10:00am – 12:00n Technology Committee
10:30am – 12:00n FranPAC Advisory Board
10:30am – 12:30pm Diversity Institute
11:30am – 1:00pm WFC Leadership Conf. Lunch
12:00n – 1:00pm ICFE Special Session Lunch
1:00pm – 5:00pm IFA Board of Directors Meeting
1:15pm – 4:45pm WFC Leadership Conference
3:00pm – 4:00pm Supplier Forum Orientation
4:00pm – 4:30pm Ambassador Orientation
5:00pm – 6:00pm New Member Orientation
4:45pm – 5:30pm WFC Leadership Conf. Reception
6:00pm – 7:00pm New Member/First Timer's Reception
6:30pm – 8:30pm Taste of Franchising
8:00pm Board of Directors' Dinner

Tuesday, February 15

7:00am – 6:00pm Registration
7:00am – 8:00am 365 Breakfast
8:00am – 5:00pm Press Room
8:00am – 12:00n 2012 Booth Selection
8:00am – 10:00am Super Session w/ Continental Breakfast
10:15am – 11:45am CONCURRENT SESSIONS

- Integrate Your Marketing Tactics For Better ROI
- Filling the Financing Void
- Top Ten Challenges in International Development
- Lessons Learned in Implementing a System-wide Remodeling Program
- Franchisor Benchmarking Data
- Transformational Communication
- Multi-Unit /Area Developer Models for Franchise Growth
- Expansion into Non-Traditional Development Deals
- Beyond Facebook: Reaching Your Audience Where They Live Online
- Distressing Transfers in Troubled Times
- Developing an Effective Franchise Support Organization

12:00n – 2:30pm Networking Lunch w/ Exhibitors
2:45pm – 4:45pm Executive Business Solution Roundtables
5:00pm – 7:00pm Fun & Games w/ Exhibitors
7:30pm – 9:00pm International Reception

Monday, February 14

7:00am – 5:00pm Registration
7:00am – 7:30am Supplier Forum Executive Committee
7:30am – 9:00am Prayer Breakfast
7:30am – 9:00am Supplier Forum Advisory Board & General Membership Meeting
8:00am – 9:00am Nominating Committee
8:00am – 5:00pm Press Room
8:00am – 6:00pm 2012 Booth Selection
8:30am – 10:30am Franchisee Forum
9:00am – 11:00am Social Sector Franchise Task Force
9:00am – 12:00n International Summit – Track One
9:00am – 12:00n International Summit – Track Two
9:00am – 12:00n Financial Summit

Wednesday, February 16

7:00am – 4:00pm Registration
8:00am – 5:00pm Press Room
8:00am – 10:00am Super Session w/ Continental Breakfast
10:15am – 12:30pm SF Business Solution Roundtables
12:45pm – 2:45pm Luncheon & General Session
3:00pm – 4:30pm 5 CONCURRENT "MINI" SUPERSESSIONS
6:30pm Reception
7:30pm Closing Gala