

The International Franchise Association presents

# *F* 2007 *Franchise Development*

SEMINAR SERIES



**April 13**  
Dallas, TX

**June 22**  
Denver, CO

**September 12**  
Washington, DC

**October 17-18**  
Los Angeles, CA

For more information, visit [www.franchise.org](http://www.franchise.org) or call the Conferences Department at 202-628-8000.

**IFA**   
INTERNATIONAL FRANCHISE ASSOCIATION

# What are the components of today's successful *Franchise Development* program?

Learn the latest strategies for expanding your brand at IFA's 2007 Franchise Development Seminar Series.



## Ongoing training is paramount in keeping your brand's expansion plans up-to-date and a step ahead of your competition.

Join us for our 2007 Franchise Development Seminar Series, a program designed to provide an all-access pass to proven methods for building your brand. Everyone knows an effective and multi-faceted franchise development program is the linchpin of a successful franchise system. And because this is one of the hottest topics in franchising, we will bring our seminar series to three major cities across the country. Then we wrap-up at the end of the year in Los Angeles by devoting two days to the in-depth examination of all aspects of franchise expansion at our Super Session. Whether you are new to franchising or a veteran looking to reinvigorate your sales and development program, the information shared during our Franchise Development Seminar Series will help you build your franchise system using a variety of tools.

- What resources should you use to generate the most qualified leads? Should you put all your eggs in one basket or should you diversify?
- What are the legal issues you must consider when developing a franchise development program that is in compliance with federal and state regulations?
- How will the new FTC Rule affect the way you do business?
- How do you build an effective in-house sales team and are there advantages to partnering with an outside firm to expand your franchise?
- What technology is available or on the horizon that could be utilized to enhance your franchise development program? Should you integrate Web advertising into your plans?
- What can you do to ensure your new franchisees are successful?
- What are other franchisors doing to generate leads, qualify prospects and successfully close the sale?

Participate in our **Franchise Development Seminar Series** and hear a variety of compelling success stories from the leading franchise development professionals in the business. What challenges have they faced? What lessons have they learned? What are their best practices? Gain a wealth of knowledge and connect with key contacts so you can implement a franchise development program that is right for your system's growth. Hands down, the best way to learn is by talking with other franchise development specialists who are facing the same challenges and seeking fresh new ideas just like you....and that's what you'll get at our Franchise Development Seminars.

But don't just take our word for it. See what franchisors like you have to say about this program series.

We thank the following IFA members for sponsoring the 2007 Franchise Development Seminar Series:



**STARK & STARK**  
ATTORNEYS AT LAW



*"I have attended 5-6 IFA Franchise Development Seminars as an attendee and speaker and found each to be a huge benefit. The interaction, networking and learning opportunities are extremely valuable and I always come away from one of these events with a new contact, idea or piece of knowledge that I can apply immediately to my organization."*

Jeff Sturgis, CFE  
Vice President, Franchise Sales and Development  
Fantastic Sams



*"The IFA Franchise Development Super Session I attended in LA last year was fantastic. I learned from some of the leaders in franchise sales and development how to increase lead flow, maximize our franchise sales advertising budget, improve lead-to-closing ratios, and motivate and manage franchise sales reps. It was 2 days very well spent for me and my organization. I highly recommend these sessions to any franchisor interested in expanding their brand."*

Catherine Monson  
President  
PIP Printing and Document Services

*"After attending my first IFA Super Session in 2005 and joining the IFA at the same time I quickly realized the value of attending all IFA Development Seminars possible. Having face to face time with the masters of franchising has catapulted my confidence and abilities. As Virginia Barbeque attains each of our goals I look forward to mentioning the IFA and its members as the force that has given me the skills to succeed! Thanks to all seminar speakers that give freely of their time and knowledge simply to help others succeed."*

Richard Ivey  
Founder and CEO  
Virginia Barbeque

## SCHEDULE OF EVENTS

8:00 am – 8:30 am	Registration & Continental Breakfast
8:30 am – 8:35 am	Welcoming Remarks by Session Moderator
8:35 am – 9:25 am	<b>Lead Generation</b> <ul style="list-style-type: none"><li>Generating leads via the Internet – choosing a winning system that works for you.</li><li>Web advertising – how to determine if this vehicle of promotion is right for you.</li><li>Effective PR and Advertising strategies to generate interest.</li><li>Innovative methods to maximize leads including franchisee referrals and franchise consultants.</li></ul>
9:25 am – 10:20 am	<b>Building an Effective Sales Team</b> <ul style="list-style-type: none"><li>Identifying the qualities of an exceptional sales professional.</li><li>Assessment techniques to assemble a great sales team.</li><li>Structuring the right compensation package for your sales professionals.</li><li>When, and if, to use an outside broker.</li></ul>
10:20 am – 10:40 am	Refreshment Break
10:40 am – 11:30 am	<b>Profiling and Qualifying Candidates</b> <ul style="list-style-type: none"><li>Steps to take to define your ideal franchisee.</li><li>Strategies for qualifying candidates that save you time and money – implementing a method to effectively sort through your leads.</li><li>Identifying a top-notch candidate and keeping their interest. Determining their goals, objectives and dreams – and addressing their fears, uncertainties and doubts.</li></ul>

11:30 am – 12:20 pm	<b>Effective Use of Technology in the Sales Process</b> <ul style="list-style-type: none"><li>Getting the most out of your Web site – tips for maximizing leads and generating traffic to your Web site once it's in place.</li><li>Lead Management Systems – Making technology work for you.</li></ul>
12:30 pm – 2:00 pm	Luncheon – Franchisor Case Study
2:10 pm – 3:00 pm	<b>Franchise Sales Compliance</b> <ul style="list-style-type: none"><li>Franchise Registration Law overview including the newly amended FTC Franchise Rule.</li><li>Online disclosure and earnings claims.</li><li>How to properly use and disclose lead referral sources.</li><li>How to avoid legal landmines in franchise sales. What do you and your sales team need to know to be in compliance?</li></ul>
3:00 pm – 3:50 pm	<b>Closing the Sale</b> <ul style="list-style-type: none"><li>What is the timeframe for successfully closing the sale?</li><li>How to build a relationship with your best candidates.</li><li>Conducting an effective Discovery Day.</li><li>Establishing a closing date and bringing the deal to fruition.</li></ul>
3:50 pm – 4:00 pm	Final Remarks
4:00 pm	Session Adjourns



## FORMAT

Throughout our one-day seminar, you will hear the latest strategies and tips from top experts in the franchise development field on how to expand your brand. Speakers for each session will be announced at a later date. This course is an open forum – your interaction with the speakers and other audience members is key in producing a meaningful discussion. We encourage you to bring thought-provoking questions to the table as well as creative solutions to complex problems you have tackled in the past. Please refer to the separate page for more information about the format of our two-day Super Session in Los Angeles just days prior to the West Coast Franchise Expo.

## WHO SHOULD ATTEND

This program is specifically designed for franchise development executives looking to give their sales and marketing programs a boost. This is a “must attend” event for anyone involved in the sales and marketing of

franchise systems including Presidents, CEOs, Vice Presidents, Directors and Managers. If you are constantly looking for new and innovative ways to attract and recruit quality franchise candidates, you cannot afford to miss this program.

## HOTEL RESERVATIONS

Please contact the hotel directly at least 21 days in advance of the program to make your room reservation. Indicate you are attending the International Franchise Association (IFA) seminar to receive our negotiated group rate. Please refer to the chart below for a full listing of session dates, locations and hotel information.



## ICFE CREDITS

You may earn 150 elective credits towards the completion of the Certified Franchise Executive (CFE) accreditation by attending a Franchise Development Seminar.

## SESSION DATES, LOCATIONS & HOTEL INFORMATION

The 2007 Franchise Development Seminar Series will be held on the dates listed below. City locations and corresponding meeting venues are also indicated. IFA has reserved a block of rooms for your convenience at each meeting venue. The IFA negotiated room rate is listed along with the hotel telephone number so you may contact the hotel directly to make your reservation.

### April 13–Dallas

Fairmont Dallas  
1717 N. Akard Street  
Dallas, TX 75201  
Reservations: 800/441-1414  
or 214/720-5290  
www.fairmont.com/dallas  
Room rate: \$169 (single or double)  
Cut-Off Date: March 12  
(or when IFA room block is filled)

### June 22–Denver

Grand Hyatt Denver  
1750 Welton Street  
Denver, CO 80202  
Reservations: 800/233-1234  
or 303/295-1234  
www.granddenver.hyatt.com  
Room rate: \$209 (single or double)  
Cut-Off Date: May 24  
(or when IFA room block is filled)

### September 12–Washington, DC

(following Franchise Appreciation Day)  
Renaissance Washington DC Hotel  
999 Ninth Street, NW  
Washington, DC 20001  
Reservations: 800/468-3571  
or 202/898-9000  
www.dcrenaissance.com  
Room rate: \$239 (single or double)  
Cut-Off Date: August 14  
(or when IFA room block is filled)

# 2007 Franchise Development

## SEMINAR SERIES

### REGISTRATION FORM

Fee includes course instruction and materials, continental breakfast, lunch and refreshment breaks. Please complete one form per person.



Please register me for the following Franchise Development Seminar:

- April 13....Dallas       June 22.....Denver       September 12....Washington, DC

Full Name \_\_\_\_\_ Nickname for Badge \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

- Check here if you do not wish to receive emails and faxes on IFA events and issues of interest.  
 Check here to subscribe to the IFA SmartBrief – our free online franchising news service.

#### Registration Fees

Please mark the appropriate boxes to indicate your participation and fees (registration fees are per person):

- |  |       |          |
|--|-------|----------|
| <input type="checkbox"/> IFA Franchisor or Supplier Forum Member                                   | \$345 | \$ _____ |
| <input type="checkbox"/> Additional attendees (IFA or Supplier Forum Member) for same program/city | \$295 | \$ _____ |
| <input type="checkbox"/> Franchisee Member*  | \$245 | \$ _____ |
| <input type="checkbox"/> Non Member  | \$725 | \$ _____ |

*\*Does not apply to franchisors, consultants, or other suppliers who are also franchisees.*

GRAND TOTAL: \$ \_\_\_\_\_

#### Payment Method

- Check Enclosed Payable to "IFA" (Federal Tax ID #36-6108621)

- Credit Card:     American Express     Discover Card     MasterCard     VISA

Account Number \_\_\_\_\_ Expiration \_\_\_\_\_

Card Member Name \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

- Check here if you require special assistance to participate. Please specify: \_\_\_\_\_

#### Cancellation Policy:

Full refunds (minus a \$50 administration fee) will be granted for registrations cancelled at least 14 days in advance of the seminar you are attending. A 50% refund (minus a \$50 administration fee) will be provided for registrations cancelled 7-14 days in advance. No refunds will be permitted for cancellations less than 7 days in advance or for "no shows." All requests for refunds must be made in writing. Substitutions are permitted at any time.



#### Complete and return with payments to:

IFA's 2007 Franchise Development Seminar Series  
1501 K Street, NW, Suite 350, Washington, DC 20005  
Telephone 202/628-8000 • Fax 202/628-0812  
www.franchise.org

# Franchise Development Super Session

OCTOBER 17-18, 2007 WILSHIRE GRAND LOS ANGELES, CA

## An In-Depth Examination of Today's Successful Franchise Development Program

Mark your calendars now for the culmination of a year-long exchange of the hottest strategies and tools for strengthening your franchise development program – the IFA Franchise Development Super Session. Our aim is to offer you the “best of the best” from the 2007 Franchise Development Seminar Series. We know franchise development programs are vital to the health and success of a franchise system. And so, we are devoting two days to take a closer look at the specific methods for building your brand. Because we have two days, we'll get down to the nitty-gritty. More time is allotted for in-depth conversations, more franchise development experts will be on hand, and more comprehensive sessions focusing on some of the most complex aspects of franchise development will be included.

Join peers from the franchise development field and participate in frank discussions about how to address and overcome the challenges you face in implementing a successful franchise development program. As today's business world evolves, your franchise development program must be up-to-date from start to finish – from the lead all the way to close and everywhere in between all the while abiding by stringent compliance restrictions. Equip yourself with insights from knowledgeable franchise development executives on attracting quality prospects to buy into your business and not your competition's. Topics slated for discussion include those featured during our one-day seminars plus the following:

### 1. Real Estate Support

- What are the essentials of creating a franchise real estate organization from scratch?

- How should you incorporate real estate in to your growth objectives?
  - Understand the real estate support services today's franchisees are expecting/needing.
- ### 2. Multi-Unit/Multi-Concept Franchising
- What can you do to attract multi-unit franchisees to your system?
  - Should you consider additional concepts under your brand?
- ### 3. Maintain the Relationship Once You Close – Getting Your New Franchisees Off to the Right Start
- Now that the deal is closed, how can you help your new franchisees on the road to success?

## What makes our Super Session a unique “must attend” event?

During our general session programs, you'll hear insights from CEOs and Presidents of leading franchise companies about how they built their brand and what they have planned for the future growth of their system. Our concurrent sessions will feature seasoned franchise development specialists who will share what's worked and what hasn't worked in their own development practices. Unique roundtables offer the chance to sit down with your franchise development peers and exchange ideas about how to excel in today's marketplace. A Panel of Experts comprised of top franchise executives will address thought-provoking questions having to do with how their franchise system attracts qualified candidates and then gets them to sign on the dotted line. After this program, you will go home armed with new strategies and innovative techniques to operate and maintain a profitable business in the years ahead. All the events during our Super Session format are designed to foster the sharing of ideas among all participants. An additional benefit is the variety of new contacts you'll meet who specialize in your field of expertise. So, don't delay. Reserve your space today at the year's most comprehensive franchise development event.

## PRELIMINARY SCHEDULE OF EVENTS

### WEDNESDAY, OCTOBER 17

7:00 am – 8:00 am	Registration & Continental Breakfast
8:00 am – 9:15 am	Opening General Session <i>Franchisor Case Study</i>
9:30 am – 10:45 am	Concurrent Educational Sessions <i>Select One:</i> 1. Lead Generation 2. Building an Effective Sales Team
10:45 am – 11:00 am	Refreshment Break
11:00 am – 12:15 pm	Concurrent Educational Sessions <i>Select One:</i> 3. Profiling & Qualifying Candidates 4. Effective Use of Technology in the Sales Process
12:30 pm – 2:00 pm	Luncheon & General Session <i>Franchisor Case Study</i>
2:15 pm – 3:30 pm	Concurrent Educational Sessions <i>Select One:</i> 5. Real Estate Support 6. Multi-Unit/Multi-Concept Franchising
3:45 pm – 5:00 pm	Business Solution Roundtables
5:00 pm – 6:30 pm	Networking Reception

### THURSDAY, OCTOBER 18

8:00 am – 9:00 am	Continental Breakfast & General Session <i>Franchisor Case Study</i>
9:15 am – 10:30 am	Concurrent Educational Sessions <i>Select One:</i> 7. Franchise Sales Compliance Issues 8. Maintaining the Relationship Once You Close – Getting Your New Franchisees Off to the Right Start
10:30 am – 10:45 am	Refreshment Break
10:45 am – 12:00 noon	General Session - <i>Closing the Sale</i>
12:15 pm – 1:45 pm	Luncheon & General Session <i>Franchisor Case Study</i>
2:00 pm – 3:30 pm	Panel of Experts
3:30 pm	Program Adjourns



## WEST COAST FRANCHISE EXPO

The Super Session is scheduled in Los Angeles just prior to the West Coast Franchise Expo (WCFE). The 2007 Expo is slated for October 19-21 at the Los Angeles Convention Center and attracts savvy entrepreneurs from the West Coast region who want to tap into the franchise market. Take best practices learned during our Super Session and apply them immediately with prospects you meet at the Expo. For more information about the WCFE, visit [www.WCFExpo.com](http://www.WCFExpo.com).



## HOTEL RESERVATIONS

Make your hotel reservations directly with the official travel agency of the West Coast Franchise Expo, EXPO TRAVEL, INC. ETI is pleased to offer our Super Session attendees substantial hotel and travel savings. Special arrangements have been made with a few of the finest hotels in downtown Los Angeles at prices well below regular rates. For more information, please contact ETI directly, Monday-Friday, 9:00 am – 5:00 pm ET.

EXPO TRAVEL, INC (ETI)  
210 Route 4 East, Suite 307, Paramus, NJ 07652 USA  
Tel: 201-655-7221, Fax: 201-226-1975, [www.expotravel.com](http://www.expotravel.com)

## HOTEL INFORMATION

The Wilshire Grand is located at 930 Wilshire Boulevard, Los Angeles, CA. Phone: 213/688-7777. Guest Fax: 213/612-3989. The hotel is in close proximity to the Convention Center and Los Angeles sports venue, The STAPLES Center. The Wilshire Grand is just 20 minutes from LAX Airport. For more information, visit [www.wilshiregrand.com](http://www.wilshiregrand.com).



## ICFE CREDITS

You may earn 300 Elective credits towards the completion of the Institute of Certified Franchise Executives (ICFE) accreditation by attending our Super Session.

# 2007 Franchise Development Super Session

## REGISTRATION FORM

Fee includes course instruction and materials, two continental breakfasts, two luncheons, a cocktail reception and refreshment breaks. Please complete one form per person.

Full Name \_\_\_\_\_ Nickname for Badge \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

- Check here if you do not wish to receive emails and faxes on IFA events and issues of interest.  
 Check here to subscribe to the IFA SmartBrief – our free online franchising news service.

### Registration Fees

Please mark the appropriate boxes to indicate your participation and fees (registration fees are per person):

- |   |       |          |
|---|-------|----------|
| <input type="checkbox"/> IFA Franchisor or Supplier Forum Member                                      | \$475 | \$ _____ |
| <input type="checkbox"/> Additional attendees (IFA or Supplier Forum Member)<br>for same program/city | \$345 | \$ _____ |
| <input type="checkbox"/> Franchisee Member*   | \$295 | \$ _____ |
| <input type="checkbox"/> Non Member   | \$875 | \$ _____ |

\*Does not apply to franchisors, consultants, or other suppliers who are also franchisees.

GRAND TOTAL: \$ \_\_\_\_\_

- Check here if you require special assistance to participate. Please specify:  
\_\_\_\_\_  
\_\_\_\_\_

### Cancellation Policy:

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### Payment Method

- Check Enclosed Payable to "IFA" (Federal Tax ID #36-6108621)  
 Credit Card:  American Express  Discover Card  MasterCard  VISA  
Account Number \_\_\_\_\_ Expiration \_\_\_\_\_  
Card Member Name \_\_\_\_\_ Signature \_\_\_\_\_  
Billing Address \_\_\_\_\_



### Complete and return with payments to:

IFA's 2007 Franchise Development Super Session  
1501 K Street, NW, Suite 350 Washington, DC 20005  
Telephone 202/628-8000 • Fax 202/628-0812 • [www.franchise.org](http://www.franchise.org)