

FRANCHISE DEVELOPMENT WORKSHOP

May 16, Denver, CO



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Denver, CO
May 16, 2019

Renaissance Denver Downtown City Center Hotel
918 17th Street, Denver, CO 80202

Room Rate: \$199 per night

Cut-Off Date to Reserve a Room: April 24, 2019

Reservations: [Click here](#) or call 888-236-2427 and reference 'IFA Franchise Seminar'

Workshop Registration Fees (Per Workshop)

IFA Members: \$325 per person

IFA Members additional attendees from the same company for same program/city (when all attendees register together): \$275 per person

Non-Members: \$825 per person

Full workshop registration fee includes:

- Attendance at all educational sessions.
- Workshop working materials.
- Continental Breakfast
- Refreshment Breaks
- Lunch
- Workshop registration lists that will be distributed to all attendees and sponsors, and include names, companies, titles, addresses and phone numbers.*

* If you do not want your information included on the registration lists, please email events@franchise.org.

Pre-registration for FDW Denver closes on **May 8**.
A \$50 processing fee will apply for onsite registrations after these dates.

PROGRAM DESCRIPTION

Want to get deals done? IFA's newly revamped Franchise Development Workshop is one-day sessions designed for franchise development professionals to join experts for a discussion on the latest trends and advancements in their fields. These unique workshops combine progressive peer to peer learning, networking and problem-solving that will make positive impacts on your sales and development team.

By attending these workshops, you'll have the opportunity to ask questions in an intimate group/team work environment to get real take-home advice you can put to use. This is an excellent opportunity to develop strategic business partnerships and hear what our experts wish they'd known earlier in their careers.

IFA's Franchise Development Workshops focus on best practices, how-to tips and proven strategies for building your brand with an emphasis on attracting the right candidate to your franchise system. We urge you to get out from behind your desk and join us for an engaging and interactive program designed to help you create a recipe for success for your franchise business.

Who Should Attend?

This program is specifically designed for franchise development professionals looking to give their sales and marketing programs a boost. If you are responsible for the development of franchise systems and candidate recruitment, these workshops are for you!

Register today at franchise.org/frandev

You will receive 150 CFE Education Credits by attending this workshop.



SCHEDULE

We will host a happy hour at a local bar/restaurant from 5:30 pm – 6:30 pm the night before each workshop.

8:00 am

Registration Desk with Continental Breakfast

8:15 am – 9:30 am

Welcome & Opening General Session

Industry Trends

A brief report on industry/data trends.

“Know How To Grow” Building A Sales Process and System That Is Right For Your Brand

Learn how to create the right sales process and build the right system for your brand. This program will give you insight on creating a process that fits your brand and your culture.

Learn how to set the speed. Are you growing too fast or growing too slow? What are the benefits, challenges and costs of the speed you set for growth? Our panel of experts will share their experiences with you to get you on the right track.

Speakers: **Jeff Sturgis**, Franchise Development Executive; **Teri Sullivan**, VP, Franchise Development, The Inside Coup

9:30 am – 10:15 am

Know Your Franchise Recruitment Audience

In order to strategically grow your brand, you need to understand your target audience. Who are they? What motivates them? How is your audience evolving over time? From targeting millennials to seasoned corporate executives to owners of other brands, we will discuss how to sell to today's buyer.

Speakers: **Jania Bailey**, CFE, CEO, FranNet Franchising, LLC; **Jason Zickerman**, President & CEO, The Alternative Board (TAB)

10:15 am – 10:30 am

Networking Break

10:30 am – 11:15 pm

Sales Process Considerations – Finding and Managing Prospects into Viable Candidates

The decisions you make today will determine the future of your franchise. This informative session will focus on the options available for finding prospects, managing the process and screening the prospects to become true candidates.

11:15 pm – 12:00 pm

Building and Managing a Winning Recruitment Budget

In this session you'll learn proven and field tested best practices for not only creating and building a financial recruiting plan, but also how to monitor and manage the often limited and precious resources. You'll complete this session with tools and knowledge to quickly get your own winning financial plan and budget in place.

Speakers: **Art Coley**, CFE, CEO, CGI Franchise; **Larry Oberly**, CFE, President & CEO, SpeedPro Imaging

12:00 pm – 1:30 pm

Networking Lunch with Franchise Sales Turnaround Case Study

Haven't you always wondered how some franchise brands go from zero to hundreds of locations, in what seems to be, overnight? While that's the perception sometimes, it actually takes a lot more time and effort to go from concept to franchise award to opening. A lot of strategies are conceived behind the scenes and implemented over a period of time - well before the results appear.

Modeled after the mystery case study featured at the IFA Annual Leadership Conference, join other attendees at this seminar in collaborating to solve a real-world, franchise brand's challenge in turning their sales and development efforts around to fuel growth. Attendees will review a mystery-brand's real history, its struggles with franchise development and be asked to create a plan to accelerate its growth across the U.S. Once teams define and share their recommendations, you will be joined by the current CDO who will share the actual plan they implemented, its success and their current state of business.

1:40 pm – 2:25 pm

Above and Beyond: How to Ensure a Franchisee Candidate Becomes a Sustainable, Engaged and Successful Franchisee?

During this session we will identify best practices on successfully getting candidates through the process to Discovery Day, signing and then through opening and on their way to fully engaged franchisees. Topics will include:

- Effectively using Item 19 FPRs and franchisee validation.
- Building trust into the sales conversation and building positive relationships with candidates.
- Avoiding common mistakes that can lead to unrealistic expectations in the early stages of the franchise relationship.

Speakers: **Brian Schnell, CFE**, Partner, Faegre Baker Daniels LLP; **Ralph Yarusso, CFE**, CDO, FullSpeed Automotive

2:25 pm – 2:45 pm

Networking Break

2:45 pm – 3:30 pm

How Do I Know That My Sales Process is Successful or If I Need to Make Changes?

This session will discuss which KPIs are most important and how best to measure them. We will also discuss what to look for that indicates changes are needed.

Speakers: **Dustin Hansen, CFE**, CEO, Americas, InXpress; **Mark Jameson, CFE**, EVP, Franchise Support & Development, FASTSIGNS International

3:30 pm – 4:30 pm

Roundtables

Join fellow attendees and franchise executives for informal discussions on topics focused around the seminar sessions. Dive deeper into development topics and get direct feedback on issues that are important to you!

4:30 pm

Closing Remarks and Adjournment

Find out more information for each Franchise Development Workshop and register at franchise.org/frandev/!

Thank You to Our Sponsors:



FRANCHISE DEVELOPMENT WORKSHOP

SEE YOU AT OUR NEXT FRANCHISE DEVELOPMENT WORKSHOP

SEPTEMBER 26, 2019, NEW ORLEANS, LA

More information can be found at franchise.org/frandev-new-orleans



FRANCHISE OPERATIONS CONFERENCE

BRING YOUR OPERATIONS TEAM TO NEW ORLEANS FOR IFA'S FRANCHISE OPERATIONS CONFERENCE SEPTEMBER 25-26, NEW ORLEANS, LA

Join professionals in the franchise operations field for discussions on the part of franchise success that is often overlooked: operational excellence for sustained growth. More information can be found at franchise.org/operations-conference.