We want you at the most important franchising event of the year – the IFA 2020 Annual Convention. With almost 50 compelling sessions and countless networking opportunities, figuring out your daily game plan can quickly become overwhelming. And you’re probably thinking…what’s in it for me?

As a C-Suite Executive, this recommended schedule is a great place to get started with determining how to spend your time and get the most value out of your investment in joining us this February. To see all of your available options (or more information on the sessions listed below), go to franchise.org/convention. Questions? Call 202-662-0763 or email events@franchise.org.

SATURDAY, FEBRUARY 8

7:00 am – 7:30 pm
Registration Desk Open

11:30 am – 5:45 pm
Annual Leadership Conference
Adapt and Thrive: How to Change the Way You View Risk and Lead Your Company to Greatness. The 2020 Annual Leadership Conference will feature a panel of senior-level franchise executives who will share their insight on leadership and business development, a case study where attendees will work to solve a real-world business issue and a keynote presentation that will emphasis the dire need for your business to evolve with your market in order to thrive into the future. Additional registration and fee are required.

OR

1:00 pm – 4:45 pm
Emerging Franchisor Bootcamp
Does your brand have 100 units or less? This exclusive workshop provides participants with learnings from the best in franchising through an opening presentation featuring a prominent franchise executive who will speak to “mistakes I’ve made as a franchisor,” followed by the centerpiece of the Bootcamp - peer and mentor input to solve business issues emerging franchisor attendees bring to the table. Additional registration and fee are required.

5:00 pm – 7:00 pm
New Member & First-Time Attendee Workshop and Reception
Is this your first time to an IFA Annual Convention? Have recently joined IFA as a Member? Stop by this workshop for IFA and Convention tips and tricks from veterans and franchising professionals. The workshop will run from 5:00 pm – 6:00 pm and be followed immediately by the New Member & First–Time Attendee Reception.

6:30 pm – 8:00 pm
The Buzz
Join us for good food and drinks to help us kick off the start of Convention with a bang! Don’t miss the first opportunity to network with your peers at The Buzz!

SUNDAY, FEBRUARY 9

9:00 am – 11:15 am
C-Suite Think Tank & Forum Exchange
(This session is limited to Franchisor C-Suite Executives from systems of all sizes.)
Come to this session with the 2 to 3 “burning issues” or top challenges you face as the leader of your company. Attendees will work with a mentor and others at their table to brainstorm solutions, share best practices and ideas in order to address these challenges in a “group scoop” fashion. These potential solutions will be reported out to the group live, as well as captured and then emailed afterwards to all participants.

1:00 pm – 3:00 pm
Opening General Session
(Doors open at 12:15 pm w/ lunch service at 12:30 pm)
We will kick-off our 60th annual flagship event with a powerhouse presentation from world-renowned author, Simon Sinek, who will provide a ground-breaking keynote address followed by a sitdown Q&A with David Barr, Chairman of PMTD Restaurants, Managing Director of Franworth and IFA Chair of the Board. Simon will address a perpetual question – The Infinite Game and how can we win a game that has no end? In his talk, Simon explores how understanding the rules of the “Infinite Game” is essential if any leader wants to stay ahead and outlast any competitor...forever.

Want to see all educational sessions and events that IFA’s Annual Convention has to offer? Check out the full Convention brochure and register at franchise.org/convention.
3:15 pm – 4:30 pm
Learning Labs
We recommend you attend one of the below “learning labs” during this time.

Preparing Your Business for Sale: What I Wish I Had Known Before the Investment Bankers Called
(This session is most relevant to systems with 250+ units.)

Mergers and acquisitions in franchising continue to grow, but many franchise companies are not ready when the investment bankers call. This session will focus on what franchise companies can do now to prepare for sale in the future including:
• Working on the Warts: dealing with troublesome issues and cleaning up the system.
• Standing in the Buyer’s Shoes: reducing risk/disputes and enforcing insurance compliance.
• Getting Your House in Order: checking material contracts and franchise documents.
• Future Growth: reviewing agreements/manuals for ability to change and grow system.
• Identifying Growth Strategies: mapping white space for additional expansion and creating incentives with existing franchises to reduce oversized territories.

Recruiting and Retaining Top Talent by Becoming an Employer of Choice
(This session is relevant to all system sizes.)

Job seekers today are interested in more than a paycheck; they’re looking for an employer that reflects their value system. When unemployment numbers are low and competition for talent is fierce, successful employee recruiting and retention takes strategy. Simply posting your job online and offering competitive pay probably won’t cut it. Experts will share successful ways to help position your franchise as an employer of choice with both potential, and current, employees.

4:30 pm – 7:30 pm
Chairman’s Reception with Exhibitors
All registered attendees are welcome to come take a look at the latest and greatest in products, services and systems available from our exhibitors! The IFA Exhibit Hall offers something for everyone. This year’s Exhibit Hall will also feature activities and games for you and your colleagues to enjoy between aisle strolls and booth visits.

MONDAY, FEBRUARY 10

8:00 am – 10:00 am
Super Session with Continental Breakfast
(Breakfast available from 7:30 am – 9:00 am)
Join IFA Chair of the Board, David Barr, and Kevin Hochman, President and Chief Concept Officer of KFC U.S. in this first-of-its-kind session. Kevin will begin the morning with an overview of KFC’s many recent successes and share an insider’s look at how the return of Colonel Sanders’ values re-established KFC as America’s most iconic chicken brand. Kevin and David will then engage in an authentic one-on-one session on how franchisors and franchisees effect change together and the power of that critical partnership. This morning’s session will also feature the perennial favorite, “Big Ideas – Franchise 10x.” This year’s transformational stories will bring you face-to-face with the fact that our world is changing at an incredibly rapid pace, and you have to disrupt the way you normally operate your business to stay ahead.

10:15 am – 11:30 am
Learning Labs
These are 75-minute educational sessions on a variety of topics including Operations, Franchise Development and Sales, Marketing, Franchise Relations and more! The offered topics will be different from Sunday’s topics.

Michael Seitz
@MichaelSeitzCEO
February 27, 2019
Had a great meeting with a small group of franchise #business leaders yesterday at #IFA2019. The meeting eventually became a discussion about those that have been willing to take tremendous risks to make a difference in this world. Thank you #CEOLife

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“Attending IFA’s Convention has afforded me lifelong friends, industry networking that I could have never achieved through other means, education that has been invaluable to progress my career and not to mention a fun environment from beginning to end.”

– Lynette McKee, CFE, CEO & Managing Partner, McKeeCo Services, LLC

TUESDAY, FEBRUARY 11

8:00 am – 9:45 am
Business Solution Roundtables with Continental Breakfast
(Breakfast will be available from 7:30 am – 9:00 am)

Same setup as Monday afternoon, just with different topics and facilitators!

10:15 am – 12:15 pm
Closing General Session

Leave the 2020 Convention on a high-note by hearing the motivational story of former NFL Player, Trent Shelton, who will wrap-up an unforgettable four days in Orlando. Author of The Greatest You and Founder of Rehab Time Organization, Trent will close our Convention with a session on breaking free from toxic environments, finding what motivates you, and realizing your purpose in life. Weaving together personal stories from his own life and from others who have also gone through hard times, Trent reveals how you can bring out the best in yourself and establish a happier, more fulfilled future for generations to come.

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