

2022 IFA EVENTS GAME PLAN



IFA ANNUAL CONVENTION

February 26 - March 1 | San Diego, CA

As the largest, most relevant conference for the franchise community, this event is curated to take your success to new heights - no matter if you are a franchisor, franchisee, supplier, or working to expand to within franchising.

You'll find fresh content, robust education tracks, and an unmatched COMMUNITY. Building on the power of gathering in person, we have TRANSFORMED this convention by shaking up the content and programs to match unique learning styles and maximize business development. If you're in the franchising community, this is THE PLACE TO BE.

LEGAL SYMPOSIUM

May 15-17 | Washington, DC

Practical, real-world programming aimed at franchise lawyers addresses the latest business and franchise law developments.

IBA/IFA JOINT CONFERENCE

May 17-18 | Washington, DC

Co-hosted by the International Bar Association's International Franchising Committee, discover what legal and regulatory issues are facing franchisors around the world at this exciting event.

FRANCHISE ACTION NETWORK ANNUAL MEETING

September 19-21 | Washington, DC

Be an advocate for your business during the FAN Annual Meeting! Learn the latest legislative and policy updates impacting franchising and then storm Capitol Hill by joining

other members of the franchising community during appointments with your Members of Congress.

FRANCHISE OPERATIONS CONFERENCE

TBA

Packed with powerful content and the latest learnings, the Franchise Operations Conference is a can't-miss event for franchise executives and their teams. Connect with successful brands and industry leaders as they share their knowledge and strategies for operational excellence, smart communications, more vital field support, and best-in-class leadership practices. Field staff, operations managers, VPs of operations, and unit leaders—everyone on your team will learn and grow at this conference.

FRANDEV & MARKETING CONFERENCE

TBA

The latest proven lead generation strategies and sales process best practices are on display during the Franchise Development Conference, while the Marketing Conference focuses on practical solutions in marketing and innovation. We bring both groups together to amplify the interwoven relations between the two roles in the franchise system.

EMERGING FRANCHISOR CONFERENCE

TBA

Join other Franchise leaders and innovators to discover the latest way to take your franchise to the next level. Hear from development experts, speak with operations gurus, discover next-generation opportunities. Gather with industry leaders who are building the long-term success that creates real wealth for franchisor and franchisee.



Interested in business development opportunities, new pathways for lead generation and heightened brand visibility? Sponsorship and/or exhibit opportunities are available at many or all of these events. Contact Senior Director, Sponsorships and Exhibits, Lynette James, at ljames@franchise.org for more information.

Questions about our 2022 Events Game Plan? Contact us at events@franchise.org.

Be sure to visit www.franchise.org for continuing updates.

When you're planning out how you want to tackle next year, whether it is for professional training or business development, IFA has an educational and networking event to sharpen your skills and get you out on the field, ready to face whatever comes your way.