



## C-SUITE EXECUTIVES

We want you at the most important franchising event of the year – the IFA 2019 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](http://franchise.org/convention). Questions? Call 202-662-0763 or email [events@franchise.org](mailto:events@franchise.org).

### Sunday, February 24

7:00 am – 7:30 pm

#### Registration Desk Open

1:30 pm – 5:15 pm

#### Emerging Franchisor Bootcamp

Does your brand have 100 units or less? This exclusive, free workshop will primarily be a working session that will maximize time spent on problem-solving real issues. You will also hear the latest emerging brand data and benchmark for emerging franchisors to achieve Recurring Revenue Self Sufficiency™. Additional sign up is required.

4:30 pm – 6:30 pm

#### New Member & First-Time Attendee Workshop and Reception

Is this your first time to an IFA Annual Convention? Have you recently joined IFA? Stop by this workshop for IFA and Convention tips and tricks from veterans and franchising professionals. The workshop will run from 4:30 pm – 5:30 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, drinks and live music 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!

“ There is no doubt in my mind that the connections and the information that my team and I have gained from the IFA Convention over the years has played a critical role in the incredible growth we have been able to achieve. If you are a founder or CEO or anyone serious about growing your franchise, the IFA Convention should be a must-attend event every year.”

-Tariq Farid, CFE, Founder, Edible Arrangements, LLC

### Monday, February 25

8:30 am – 10:30 am

#### Summits

These are 2-hour, in-depth educational sessions on a variety of topics, including International, Franchise Development and Sales, Operations, Franchise Relations and more!

OR

9:15 am – 10:30 am

#### Specialty Seminars

Topics include:

- Diversity on the Rise
- National Veterans Hiring Campaigns: Lessons from the Private Equity World

10:40 am – 12:00 pm

#### Mini Super Sessions

Topics include:

- Get Better: 15 Proven Practices to Build Effective Relationships at Work
- How to Create a Customer Service Experience that Disrupts Competition and Creates Fierce Loyalty
- How to Talk About Your Business so People Care

1:00 pm – 3:00 pm

#### Opening General Session

(Lunch available from 11:15 am – 12:45 pm in a separate room)

We will kick-off our 59th annual flagship event with a powerhouse presentation from Gary Vaynerchuk, a serial entrepreneur and the Chairman of VaynerX. Join us as Gary provides an examination of how to be a successful entrepreneur in today's changing landscape. His candid examination will challenge your thinking and provide you with insights and inspiration to overcome obstacles and move your business forward. In addition, our Chairman of the Board, Liam Brown, and President & CEO, Robert Cresanti, will address the audience with "state of the association" updates so you know exactly what is happening within the industry, and what IFA is doing to help strengthen and protect your business.

3:15 pm – 4:30 pm

## Learning Labs

These are 75-minute, educational sessions on a variety of topics, including Operations, Franchise Development and Sales, Marketing, Franchise Relations and more!

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!

## Tuesday, February 26

8:00 am – 10:00 am

### Super Session with Continental Breakfast

*(Breakfast available from 7:30 am – 9:00 am)*

Building on our success from last year's inaugural "Big Ideas" general session segment and taking it up a notch, we invite you to join us Tuesday morning to take part in another exciting, rapid-fire format that will not only entertain and keep your interest, but will deliver high-value, cutting-edge content. This year's transformational stories in franchising, called "Franchise10x," will bring you face to face with the fact that our world is changing at an incredibly rapid pace. We will feature several high-level presentations where thought leaders will take the stage and share what they know about the latest innovations and technological trends that are taking root in franchising, the scope of which is groundbreaking and simply cannot be ignored.

10:15 am – 11:30 am

## Learning Labs

We recommend you attend the below "learning lab" during this time.

### C-Suite Think Tank Forum

*(This session is limited to 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. These issues will be collected as the session begins. Then the attendees will brainstorm solutions, share best practices and ideas 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.

11:45 am – 2:45 pm

### Networking Lunch with Exhibitors

*(Lunch available from 11:45 am – 1:15 pm)*

3:00 pm – 4:45 pm

### Business Solution Roundtables

Hosted by both franchise executives and Supplier Forum members, don't miss this unique opportunity to sit down at a roundtable of 10-12 people and exchange ideas, challenges, solutions and best practices with some of franchising's most accomplished CEOs, presidents and COOs. Pose questions and listen to their success stories, lessons learned and innovative business solutions.

5:00 pm – 7:00 pm

## Reception with Exhibitors

8:00 pm – 11:30 pm

## The Bash

Make sure to join us to network and mingle with fellow Convention goers at the last, official networking event of our 2019 Annual Convention. This must-attend, exclusive party will be held at Mandalay Bay's own nightclub, The LIGHT Vegas.

## Wednesday, February 27

8:00 am – 9:45 am

### Business Solution Roundtables with Continental Breakfast

*(Breakfast available from 7:30 am – 9:00 am)*

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

10:15 am – 12:15 pm

### Closing General Session

We will close our 2019 Annual Convention with fear guru, motivational speaker and author, Patrick Sweeney and "Creating a Culture of Courage." Stagnant leaders live in a fearful culture where employees do things because "that's the way it's always been done" or because they fear losing their jobs. In this riveting presentation, Patrick will explain why we get stuck in a prison of less-than-peak performance. Then he will give you tangible neuroscience techniques to take home and increase your success, power and happiness. As well, this session will feature the final round of the NextGen Global Competition where the top three finalists will pitch their concept, and judges will decide the winner with input from YOU, the audience!

“ IFA's Annual Convention inspires, excites and unifies the franchise industry. The programming is jam-packed with relevant topics that affect the direction of franchising, and provides leaders the opportunity to come together to collaborate. Every year, I walk away with a sense of excitement and optimism for the industry's influence and future.”

**-Chris Dull, CFE, President & CEO, Global Franchise Group, LLC**



Want to see all educational sessions and events that IFA's Annual Convention has to offer? Check out the full convention brochure at [franchise.org/convention](http://franchise.org/convention).

REGISTER NOW! [WWW.FRANCHISE.ORG/CONVENTION](http://WWW.FRANCHISE.ORG/CONVENTION)