



## FRANCHISE DEVELOPMENT/SALES

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 Franchise Development and Sales professional, 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

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!

“ The annual IFA Convention is not only an investment for my business, but it is also an investment in my career! Some of the most valuable relationships I have were formed by attending the IFA convention each year.”

-Kim Ellis, CFE, VP, Franchise Development, Bruster's Real Ice Cream

### Monday, February 25

8:30 am – 10:30 am

#### Summits

We recommend you attend the below Summit during this time.

#### Franchise Development/Sales Summit

##### Panel 1: Fresh, New Cost-Effective Methods to Catch, Connect with and Close Franchisees

(This panel is most relevant to systems with 0 – 100 units.)

For an emerging brand just starting out with minimal capital, generating franchise leads requires smart, cost effective processes. Coming from diverse industries ranging from food and fitness to B2B and education brands, this dynamic group of franchisors and third-party experts will share real-life examples of how they landed their initial franchisees, and how they earned franchise candidates using smart processes including Paid, Earned, Shared and Owned media. Panelists will also discuss how to best leverage social media platforms such as Facebook, LinkedIn and Instagram, and the increasing role of personal brand-building for franchise lead generation, in which founders and other company executives share thought leadership over social media and other vehicles to attract like-minded candidates into their systems.

##### Panel 2: Advancing Quality Candidates Through the Franchise Sales Funnel to Fill Growth Gaps

(This panel is most relevant to systems with 101+ units.)

After reaching a certain point, many franchise systems find themselves in a rut, unable to attract new candidates or advance existing candidates to the point of sale. In this session, expert panelists will explore how to break through growth plateaus and effective ways to target specific geographic areas where you are lacking a presence. The panel will also address best practices for vetting quality candidates that align with your brand/core values, how to overcome candidate pain points and how to adjust your approach to effectively communicate with different types and demographics of candidates.

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

*We recommend you attend one of the below "learning labs" during this time.*

### Balancing Heritage & Innovation: What Got You Here, Won't Get You There

*(This session is most relevant to systems with 101+ units.)*

As franchisors grow, the desire to balance the company's history and heritage with innovation and growth becomes a challenge management must face. This session will help identify those things that must be persevered and those that must be changed for the franchise to grow and retain its roots. Panel members will discuss the following:

- The biggest hurdles of growth and how they dealt with the challenges.
- How have they protected their heritage and history?
- What had to be sacrificed for the company to grow?
- Specific learnings that include:
- What would they do different knowing what they know now.

### Finding Needles in a Haystack: Using Data & Content to Target the Right Franchise Candidate

*(This session is relevant to all system sizes.)*

The internet and availability of personal data has changed how prospects search for a franchise and how franchisors search for candidates. What prospects value and want in a franchise has also changed. How can brand purpose and targeted marketing be used to find the right franchisee for your system? What channels are the most effective? What role should your website and social content play? How do you translate your consumer brand purpose into a unique and compelling position for franchisee prospects? Can smaller franchises compete by marketing direct to prospects? These and other questions will be addressed by the panel.

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.

“ Because we are active members of the IFA, one of the most important opportunities we take advantage of is participation in the Annual Convention. There is no better education and networking event for Franchisors and Franchisees. We look forward to seeing old friends, hearing from world-class speakers and meeting new partners each year – the Las Vegas show is not to be missed!”

**-Jerry Crawford, President, Jani-King International, Inc.**

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)

10:15 am – 11:30 am

## Learning Labs

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

### Want to Sell More Franchises? Tell a More Compelling Story

(This session is relevant to all system sizes.)

All franchises want to grow their brand across the U.S. and beyond. Franchisor CEOs and franchisees are well aware that doing so is based on proven operations, finding and supporting strong franchisees and building and articulating a compelling brand story. However, that’s easier said than done. Believe it or not, all three of these attributes are inextricably linked to your company’s success. Poor operations lead to underperforming locations, restricts prospective franchisee interest and, ultimately fuels negative media coverage.

During this first-of-its kind educational session, hear from experts on how they mined their organization to unearth the necessary ingredients to compile, communicate and place compelling stories. The resulting storytelling fueled earned, owned, shared and paid placement that engaged new franchisees, strengthened existing ones and drove validation in their respective systems.

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

“ I can’t begin to explain how important the IFA Convention is to me and the franchise team at Golden Corral. Having exposure to so many different companies in so many different industries all using the franchise business model creates an unparalleled learning opportunity. The IFA Convention is an important event on the Golden Corral franchise calendar every year.”

-Robert McDevitt, CFE, SVP, Franchise Development, Golden Corral Buffet & Grill



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