



## EMERGING FRANCHISOR (0-100 UNITS)

We want you at the most important franchising event of the year – the IFA 2019 Annual Convention. With over 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 an Emerging Franchisor, 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? During this afternoon bootcamp, you will meet executives who have walked in your shoes; founders of franchise companies willing to share the mistakes they made, what worked and what didn't to get them to critical mass. The 2019 Bootcamp 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™ which will focus on healthy growth through different stages.

This bootcamp is complimentary to franchisors with 100 units or less, and attendees will receive 100 CFE Education credits. We will cap the attendance at this session to the first 500 franchisors with 100 units or less to sign up; so, make your plans now and register early!

5:30 pm – 6:30 pm

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

Is this your first time to an IFA Annual Convention? Have you recently joined IFA? Stop by this reception to mingle with franchise community colleagues and to gain some IFA and Convention tips and tricks from veterans and franchising professionals.

6:30 pm – 8:30 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 that you attend one of the below Summits during this time.

#### Elements of Successful Franchising

(This summit is relevant to all system sizes.)

This highly interactive session will focus on the top trends in franchising and the impact they have on successful franchise systems. We will review the major legal, financial and business stories that shaped franchising in 2018, and look to what we think we will see in 2019. Areas of discussion will include:

- Regulatory update: the latest on joint employer/vicarious liability, antitrust challenges and other new legal issues impacting franchisees, franchisors and the franchise relationship.
- Which industries and which brands are growing, and why.
- Best practices to making franchising a win-win for franchisor and franchisee.
- Continuing challenges facing franchisors and franchisees.

#### Financial Summit

##### Part 1: Emerging Brands

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

Managing your franchisee's financing needs during a changing credit cycle. Credit is tightening, interest rates are rising. First-time franchisees will open with a larger debt burden and higher fixed costs. Experienced, multi-unit franchisees may need more equity in each project as the credit cycle tightens. What should we as franchisors adjust for?

Common questions:

- What do banks do when cycles change? What does that mean to my brand?
- How does this affect both first time and existing franchisees in their growth plans?
- What can you do as a franchisor to control risk?
- How much debt can a project support?
- What are the right loan products to have available to my franchisees?

Part one of this summit will provide an exercise on a first-time franchisee comparison of who is a better candidate.

## 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.

## Operations Summit

### Panel 2: FOCUS! Defining Your Role as a Modern Franchisor

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

Building a successful system is complex and it's easy to get drawn from your core focus as a franchisor. What will move you and the franchisees forward, getting the greatest ROI while protecting you and the system? Hear from experts who have been franchisees, franchisors and suppliers who are willing to share the best of what they have seen throughout the franchise community. Share ideas on supporting your core competency through support methods, tech innovations and outside resources that will focus you on your goals. Join in the conversation with your questions and innovations.

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 the below "learning lab" during this time.*

### Building the Team for Success: What It Means to Have the Best Team Members in the Best Seats on the Bus

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

This session will answer how to identify the when, what and how of developing a 'Best in Class' team to support your operational and growth goals.

In this session, we will define why having the best team leads to franchisor success in operations and unit growth. You will learn when to add staff and how to evaluate the brands' needs based on your goals. The discussion will include how to define job descriptions to support these efforts and what a performance plan alignment enables reaching your goals. Learn how to identify the best team member 'fits' for your brand and what it means to have a Best in Class team.

- Evaluation of your current team status.
- What is means to develop your team with alignment to goals.
- How to identify the correct team positions to serve, support and expand your brand.
- Define the roles and responsibilities and what characteristics and team member knowledge are necessary.
- Outline when to hire based on your strategic plan.
- How to manage and hold your team accountable through Performance Planning and Scorecards.

“ We are a regional franchisor that find the educational sessions extremely educational. Our key personnel attend different sessions relating to their special departments. The lessons learned provides us the tools to assist our franchisees to become successful.”

**-Hass Aslami, CEO, Pizza 9 Franchise System**



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).

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.*

### Aligning Your Budget to Meet Your Short and Long-term Strategy and Goals

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

Budgeting is one of the most difficult areas of managing a business. Learn how to identify what the budget should be and evaluate where you are today. What are the critical areas of your business to support, and what items should be reduced or drop from your plan.

In this session, you will learn how to identify your budgeting needs and what the brand can accomplish with the correct budget, what it takes to forecast your cash flow needs, when it's time to slow down and clean up what you already have and when it's time to grow again.

- Assess your current brand budgeting status both in operations and planned growth goals.
- Where are you spending too much money and where are areas you need to ramp up?
- How does geography change your forecast and budget needs?
- How to establish a budget for staffing, systems development, field support and other G&A.
- What it means to manage your budget and adjust accordingly.

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!

“ We have been attending the IFA Convention ever since we started franchising 10 years ago. It is the most valuable event every year for our business, and has been critical to our success of surpassing 100 franchise owners in our system.”

-Nick Friedman, President, College Hunks Hauling Junk

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