

FRANCHISE DEVELOPMENT SEMINARS

*May 16, Minneapolis, MN
September 13, Tampa, FL*



FRANCHISE DEVELOPMENT SEMINARS

Minneapolis, MN
May 16, 2018

The Marquette Hotel, Curio Collection by Hilton
710 Marquette Avenue
Minneapolis, MN 55402
Room Rate: \$149 per night
Cut-Off Date to Reserve a Room: April 25, 2018
Reservations: [Click here](#) or call 612-333-4545

Tampa, FL
September 13, 2018

Hilton Tampa Downtown
211 North Tampa Street
Tampa, FL 33602
Room Rate: \$149 per night
Cut-Off Date to Reserve a Room: August 23, 2018
Reservations: [Click here](#) or call 813-204-3000

PROGRAM DESCRIPTION

Want to get deals done? IFA's Franchise Development Seminars are one-day sessions designed for franchise development professionals to join experts for a discussion on the latest trends and advancements in their fields. These unique seminars combine peer to peer learning, networking and intensive problem-solving sessions that will spice up your sales and development team.

A blend of interactive workshops, team exercises and mystery shopping, as well as presentations from top Franchise Executives on what has worked and what hasn't worked for them in the past, will give you the tools you'll need to grow your brand.

By attending these seminars, you'll have the opportunity to ask questions in an intimate group/team work environment to get real take-home advice you can put to use to give your brand a fresh outlook. This is an excellent opportunity to develop strategic business partnerships and hear what our experts wish they'd known earlier in their careers. The proven strategies you'll learn for building your brand with an emphasis on attracting the right candidate to your franchise system will help you create a recipe for success for your franchise.

Who Should Attend?

This program is specifically designed for franchise development professionals looking to refresh their sales and marketing programs. If you are responsible for the development of franchise systems and candidate recruitment, these seminars are for you.

Register today at franchise.org/franchise-development-seminar-series.

You will receive CFE Education Credits by attending this seminar.



SCHEDULE

Tampa Attendees! On the night of Wednesday, September 12, make plans to join fellow seminar attendees at an informal networking happy hour from 5:30 pm – 6:30 pm! The location will be announced closer to the seminar.

8:00 am

Registration Desk with Continental Breakfast

8:30 am – 9:15 am

Welcome & Roundtable Discussions

Sit at a roundtable with fellow franchise executives for informal discussions on topics focused around franchise development. Get direct feedback on issues that are important to you.

9:30 am – 10:15 am

CEO Presentation

Hear from a franchisor CEO about their sales program and learn tangible strategies you can use in your own system. Because these seminars take place in an intimate environment, you'll have an opportunity to ask questions and interact with top-level CEO's who can provide you with the detailed information you need to ensure continued success.

10:15 am – 10:45 am

Networking Break

10:45 am – 12:00 pm

Team Exercise/Case Study

You will work in teams of 8-10 people with a team leader on the following Case Study:

You have a budget of \$150,000 to put towards your digital lead generation program. Outline specific strategies/tools for how you would spend it. As a team you will come up with the best options to meet your lead generation goals.

12:00 pm – 1:30 pm

Featured CDO Speaker Luncheon

Learn from a leading Chief Development Officer about what single biggest change they made to their development program in the past year. What has been successful? What new programs have they implemented that have made a significant difference? What is the measurable result?

1:35 pm – 2:30 pm

Sales Compliance Update

Learn the latest on hot cases and issues that directly impact sales development. Discussions will include different scenarios and how their outcome affects sales.

2:30 pm – 2:45 pm

Networking Break

2:45 pm – 4:00 pm

Mystery Shopping of Franchise Development Websites

Franchise development websites will be identified in advance of the program and evaluated. During the seminar, our experts will discuss what they found. What's the good, the bad and the ugly? What does the facilitator recommend should be changed?

4:00 pm

Closing Remarks and Adjournment

Find out more information for each Franchise Development Seminar and register at franchise.org/franchise-development-seminar-series!

Thank you to our sponsors:



Interested in sponsoring? Contact Lynette James at ljames@franchise.org.

REGISTRATION FORM

Fee includes course instruction and materials, continental breakfast, lunch and refreshment breaks. Please complete one form per person. A **\$50 processing fee** will apply for on-site registration. You may also register online at <http://www.franchise.org/franchise-development-seminar-series>. Pre-registration for FDS Minneapolis closes on May 9, and FDS Tampa closes on September 5.

Please register me for the following dates:

- Minneapolis, MN, May 16, 2018
- Tampa, FL, September 13, 2018

Full Name _____

Job Title _____ Nickname for Badge _____

Company _____

Address _____


City, State, Zip _____ Country _____

Telephone _____ Mobile _____

Email _____

<p>REGISTRATION FEES Please mark the appropriate box to indicate your participation and fees (registration fees are per person)</p> <ul style="list-style-type: none"> <input type="checkbox"/> IFA member.....\$325 <input type="checkbox"/> Additional attendees from the same company (IFA member) for same program/city.....\$275 <input type="checkbox"/> Non-member.....\$825 <p style="text-align: right;">Grand total: \$ _____</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Check here if this is your first time attending a Franchise Development Seminar. <input type="checkbox"/> Check here if you wish to receive emails about IFA events and issues of interest. <input type="checkbox"/> Check here if you require special assistance to participate. Please specify: _____ _____ _____
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Payment Method:

Check enclosed payable to "IFA" (Federal Tax ID #36-6108621) Credit Card 

Account # _____ Expiration _____

Card member name _____ Signature _____

Billing address _____

CANCELLATION POLICY: Full refunds (minus a \$50 administration fee) will be granted for registrations cancelled at least 14 days in advance of the seminar you are attending. A 50% refund (minus a \$50 administration fee) will be provided for registrations cancelled 7-14 days in advance. No refunds will be permitted for cancellations less than 7 days in advance or for "no shows." All requests for cancellations must be made in writing. Substitutions are permitted at any time. Complete and return payment to: IFA 2018 Franchise Development Seminar Series, 1900 K St. NW, Suite 700, Washington, DC 20006, Phone: 202-628-8000. Questions? Email events@franchise.org.