

LEGAL

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 Legal 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. Questions? Call 202-662-0763 or email 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!

“Attending the annual IFA Convention is always the highlight of my year as it allows me to immerse myself amongst some of the greatest minds in franchising while allowing me to reconnect with old friends and forge new relationships.”

-John Rotche, CFE, CEO & Partner, TITLE Boxing Club

Monday, February 25

8:30 am – 10:30 am

Summits

We recommend you attend the below Summit during this time.

Labor Summit

(This summit is relevant to all system sizes.)

Opportunities & Challenges Facing Franchising

The new Congress and new state legislatures are pushing a host of new employment-related policy attacks on franchising, and you need to know how these policies are likely to affect how you do business. Join members of IFA's Government Relations team and a host of expert speakers at this summit to understand when and where new labor legislation is poised to become law, and how you can manage risk for your organization.

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.

Your Practice Becomes Your Policy - Creating Company Culture Through Employee Handbooks

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

Employee handbooks are an essential part of a company's culture and provide accountability, education, and consistency for franchisors and workers. During this session, we will review how the franchise landscape has recently changed, limiting the amount of guidance franchisors can give on employee related matters, and increasing the importance of having a legally-reviewed handbook in place. Panelists will share stories about how their internal processes have shifted, things to avoid when communicating changes to infrastructure and policies and key components to include in a handbook.

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

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

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!

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.

REGISTER NOW! WWW.FRANCHISE.ORG/CONVENTION