

MARKETING

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 Marketing 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!

“ Sport Clips has been an active participant in the IFA Conventions for many years. We not only bring our key leadership team, but also our franchisee of the year and our area developer of the year so they can be exposed to the broader world of franchising. We have found the educational sessions on franchise development and marketing especially helpful, and it's great to learn what industry leaders are doing in these areas. It's amazing how open everyone is with their “secrets of success.””

Gordon B. Logan, CEO & Founder, Sport Clips, Inc.

Monday, February 25

8:30 am – 10:30 am

Summits

We recommend you attend the below Summit during this time.

Marketing & Innovation Summit

(This summit is relevant to all system sizes.)

Developed by the Marketing & Innovation Committee

This summit will address the latest trends in marketing and the tools that franchise companies need in today's ever-changing marketing landscape. You will learn from leading experts and your peers about what is working in franchise marketing campaigns and what isn't. Case studies from some of franchising's leading companies will be presented followed by over 40 solution roundtables where you can learn more tools-of-the-trade in an intimate setting. If you are a marketing or technology professional, you won't want to miss this popular summit!

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.

Finding Balance Amidst Chaos: Learn How to Leverage the Best Tactics, Platforms and Channels to Satisfy Location-Specific Marketing Needs without Losing Focus on Your Franchise's Target Audience

(This session is relevant to all system sizes.)

With so many ways consumers are ingesting digital content, how can a franchisor/franchisee know where to spend their marketing dollars? It's easy to become overwhelmed when trying to choose between the many available platforms, technologies and companies that promise to reach the right targets. Don't fall victim to the latest fads and trends with unrealistic sales pitches, that will likely result in wasted advertising dollars.

Learn how to develop a localized integrated approach to your franchise's marketing goals by developing a solid foundation using proven tactics, engaging targeted audiences in the appropriate channels and understanding how to track and measure success and return on investment. The session will also offer insights on when to handle marketing efforts in house, or when it's time to find a trusted partner.



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.

Online Search: Is Your Franchise Future Ready and Poised for New Search Methods or Will You be Left Behind and Lost Online?

(This session is relevant to all system sizes.)

Moving at unprecedented speed, the future of search engines plays a huge part in the success of your franchise. The core goal of search engines is to find what the user is looking for and easily communicate why your brand is the right option. Is your franchise ready to be found as search moves to Voice Search, Artificial Intelligence and Machine Learning? Three approaches to future search will be examined in a roundtable environment as we tackle how you prepare your business to be search-ready in a dramatically changing online landscape.

- Artificial Intelligence
- Voice Search
- Machine Learning

This session will feature these measurable outcomes:

- Understanding where search is going and why your franchise must be positioned to take keep pace in a changing environment.
- A strategy to implement immediately to be a future-ready franchise system.
- An audit you can take away to review how future-ready your brand is today.

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.

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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.



“ We attend the IFA Convention every year to humbly learn from the industry's best. Finding inspiration from so many remarkable people and companies, we have routinely leveraged best practices shared at the convention to improve our organization operationally, develop our leaders through the CFE program, and have been inspired to be more disruptive in how we market our brand. The relationships built through the IFA have had a profound impact in both my personal and professional life.”

**Geoff Goodman, Executive Vice President,
Global Franchise Group, LLC**

“ When I think about why we attend the IFA Convention I see three main points that directly impact our value and ROI. First, is the amount of experience sharing among fellow franchise members.... it's tremendous. Second, is the networking which is exceptional. Third, is the exposure we have to potential supplier partners and programs which has been key to our system. There is so much we have learned over the years that I can't imagine ever missing this Convention.”

**Barbara Moran-Goodrich, CFE, CEO & Co-
Founder, Moran Family of Brands**



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!

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