

OPERATIONS

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 an Operations 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.

“ Each year, my key take-aways from the IFA Convention change depending on what challenges and opportunities I am facing at that time. It seems I can always find answers to whatever questions I may be grappling with at an educational session, a keynote or in a casual chat with a friend in the Exhibit Hall. One thing that has not changed over the years though, is that the IFA Convention is THE place to mix, mingle and build relationships with the most prominent, most knowledgeable and most successful people in franchising.

-Susan E. Beth, CFE, COO, NRD Capital; Past COO, Super Wash®, Inc.

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!

Monday, February 25

8:30 am – 10:30 am

Summits

We recommend you attend the below Summit during this time.

Operations Summit

Panel 1: Propelling New Units to Breakeven: Best Practices in Franchisee Onboarding and Training

(This panel is relevant to all system sizes.)

Effective onboarding and training of new franchisees contributes to their early performance and how quickly they get to breakeven. Yet onboarding and training that gets results requires more than addressing obvious topics. Creating the right training program involves many decisions including what training methods to use, e.g. distance learning, classroom or hands-on practice, how much time to devote to each topic and when to deliver each training module. Learn from a panel of experienced training leaders from emerging through mature franchisors about what works and what doesn't to support franchisee ramp up.

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 one of the below "learning labs" during this time.

How Marketing Drives Unit Economics and How Operations Drives Brand Consistency

(This session is relevant to all system sizes.)

In this session, we will take a deep dive into how you can measure the ROI on your marketing spend by tying your print, email, text and social media marketing to your loyalty platform, so you can track what is driving people to your business and making the cash register ring. We will also explore how Operations can affect those results with proper training and incentives for your employees to engage each and every customer every time to help facilitate not only a great customer experience but also getting rich data from your POS transactions.

Outsourcing Challenges & Best Practices

(This session is relevant to all system sizes.)

A discussion with franchisors and a provider of outsourcing to find out:

- Which services franchisors are outsourcing?
- What they're doing internally?
- What brought them to the decision to outsource?
- What services make sense to outsource?

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.

“ The people who come to the annual IFA Convention lead franchise companies that change lives and fulfill dreams, and they are always happy to share the secrets of their success when I see them. I can't think of a better place for a franchise professional to be than right square in the middle of that group every year.”

-Steve White, President & COO, PuroClean, 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.

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10:15 am – 11:30 am

Learning Labs

We recommend you attend one of the below “learning labs” during this time.

Leveraging Technology to Drive System Performance

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

In an economy increasingly driven by change and disruption, technology has the power to fuel the growth of franchise systems and drive stronger unit economics while further expanding both customer and franchisee satisfaction. Franchisors not leveraging technology are increasingly operating at a competitive disadvantage and facing increasing pressure from franchisees who fear falling behind.

Some of what you’ll learn includes:

- How franchisors are harnessing mobile platforms, workflow automation and data analytics to improve efficiencies.
- How big data, data visualization and machine learning can be used to reveal actionable insights across a system.
- How franchisors are using collaboration platforms to accelerate innovation while harnessing eLearning to disseminate knowledge and manage change.
- How to integrate CRM data to turbo charge the performance of your digital marketing and lead generation.
- How emerging technologies will impact business, and how to apply future-forward thinking to give your system a first mover advantage.

Total Labor Cost: Times Have Changed

(This session is relevant to all system sizes.)

What is the true cost of an employee per territory? What does it cost a franchisee to pay an hourly employee in Texas when compared to California? The variables can be surprising as much as they are mission-critical to the success of any employer in any territory within the U.S. This program first examines workforce policies that continue to evolve at the federal and state levels and how such regulations affect the total cost of labor for employers of all sizes and scopes. This interactive session then engages participants to share experiences and apply lessons from dynamic case studies taken from a diverse cohort of franchises. Collaborative discussions are enriched with an Employer of Choice Panel, comprised of franchisors, franchisees and suppliers applying best practices designed to predict and stabilize the total cost of labor in evolving times. A must attend educational session for employers concerned on employer liability and the variables that comprise total labor cost.

“ I’ve been attending IFA Conventions for 17 years and come back time and again because the lessons learned in the sessions, roundtables and meetings help shape my business as well as my personal growth. Nowhere else will you find such deep franchising knowledge, shared best practices to help you improve your franchise and opportunities to pick the brains of some of the best in the industry. I would not miss it and ensure the leaders in our organization get the opportunity to attend as well.”

-Mary Kennedy Thompson, CFE, COO, Dwyer Group

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!

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