TOP 10 IDEAS FOR SUCCESSFUL ANNUAL AND REGIONAL MEETINGS

Stephanie A. Colgan
Moderator
VP Sales –– Henry Wurst, Inc.

PANEL

• LaShelle Fuller –– Homewatch CareGivers
  –– VP Franchise Support for Homewatch Intl. Inc.
• Kathleen Kuhn –– HouseMaster Home Inspections
  –– President
• Paul Thaxton –– Primrose Schools
  –– Vice President, Brand Management
• Alex Zai –– Pak Mail Centers
  –– President and CEO
DISCUSSION TOPICS

- Attendance
- Cost Saving Strategies
- Sponsorship
- Speakers
- Hotel Contract Negotiations
- Top 10 Ideas

ATTENDANCE

- Required
  - YES
  - NO
- If YES
  - In Agreement
  - Not In Agreement

- Charge
  - YES
  - NO
- If YES
  - < $500
  - > $500

ATTENDANCE

- How do you get them there
- What is Included in the Fees Charged
- Do you Include Franchisees in the Planning
- What defines Success –
  - For Franchisee
  - For Franchisor
- Charge Whether Attend or Not
COST SAVING STRATEGIES

- Outsource
  - Saves Internal Resources & Time
  - Have Experience in Contract Negotiations
- Eliminate Printed Handouts
- Use Franchisees as Speakers/Panelists
- Negotiate AV
- Use Vendors as Sponsors
- Tap Vendors for Give Aways

SPONSORSHIP

- Do You Offer? YES NO
- Different Levels of Sponsorship
- Require Attendance from Top Vendors
- Ways to Approach – Be Persistent
- How to Make the Show Effective for Vendors
  - Ensure Traffic Flow to Booths
  - Give them Time to Speak/Present and Interact
  - Allow them to Mingle with Top Producers
  - Assure Timing is Logical

SPEAKERS

- Outside vs. Inside Organization
- Finding a Good One
  - Set Clear Goals
  - Create a List of Personality Traits
  - Preview Speaker
- Relevance –
  - News & Information
  - Training and Education
  - Open Forums
NEGOTIATIONS

• What Determines Location
  – Cost
  – Climate
  – Convenience of Travel
  – Conducive to the Meeting Format
• Ideal Length and Format
• Over 60 Terms – Be sure to Review

TOP 10 IDEAS FOR A SUCCESSFUL MEETING

1. Negotiate!
2. Make It Easy/Convenient
3. Make It Fun – i.e.) Play Games/Skits
4. Include Vendors for Content as well as Money
5. Ensure Exhibit Timing is Logical and Enough
6. Allow Plenty of Networking Time
7. Assure Relevancy of Speaker(s) By Setting Goals
8. Engage Internal Staff to Ensure Buy In
9. Make it About the Franchisees
10. Have a Plan to Sustain the Momentum

Additional Contributors

Katrina Mitchell
www.FindingSpeakers.com
www.FranchiseSuccessTools.com
303-669-9905

Allison Harden
www.conferencedirect.com
303-284-3255