

2025 FLDC Agenda		
October 7, 2025	Full Conference - Workshops	
8:00AM – 8:30AM	Breakfast	
	Opening Workshops	
8:30 AM – 4:30PM	FranGuard (full day, lunch included) Additional Fees Apply	
8:30 AM – 4:30PM	CEO Summit (full day, exclusive to CEOs, Presidents and Founders)	
8:30AM – 10:30AM	Concurrent Workshops	
Lead Generation Track	Franchisee Growth Track	Professional Development Track
Streamline Processes for Efficiency in the Opening Process	Mapping the Franchisee Journey	Franchise Sales Basics
10:30AM – 10:45AM	Break	
10:45AM – 12:45PM	Concurrent Workshops	
Lead Generation Track	Franchisee Growth Track	Professional Development Track
Identify Your Target Audience for Growth	Accelerate the Franchisee Opening Process	Develop Your Skills for a Leadership Role (targeted for Director & Managers)
12:45PM – 1:45PM	Lunch Break – Box lunches provided	
1:45PM – 2:00PM	Break	
2:00PM – 4:00PM	Concurrent Workshops	
Lead Generation Track	Franchisee Growth Track	Professional Development Track
Target Marketing Planning/Budget for Franchisee Recruitment	Franchisee Engagement After the Deal Closes	CDO Summit (exclusive to CDOs – Limited space available)
4:00PM – 4:30PM	First Time Attendee Meet & Greet w/Advisory Board Members (Windsor Foyer)	
4:30PM – 7:30PM	Opening Cocktail Reception in Networking Area – Exhibits Open	
7:30PM	Dinner on Your Own	

October 8, 2025	Conference Day 2
7:30 AM – 8:00 AM	Breakfast
8:00 AM – 11:30AM	General Session
8:00 AM – 8:30 AM	Welcome; Chairman Welcome – Shawn Caric, VP Franchising
8:30 AM – 9:15 AM	Keynote Speaker
9:15AM – 9:45AM	Consumer Trends in Franchise Development Speaker or Q&A with CEO w/Franchise Development background

9:45AM – 10:45AM	Coffee & Snacks Break in Sponsor Networking Area – Exhibits Open	
10:45AM – 11:00AM	Break	
11:00AM – 11:30AM	Annual Franchise Development Report & Mystery Shopping Results	
11:30aM – 12:30PM	Business Implications of the Current Legislative & Economic Environment – Matt Haller, <i>CEO</i> , IFA; Darrell Johnson <i>CEO</i> , FRANdata	
12:30PM – 1:30PM	Lunch in General Session Open Networking	
1:30PM – 1:45PM	Q&A with CEO w/Franchise Development background	
1:45PM – 3:00PM	Keynote Speaker Challenge Session TBA - Roundtables (Facilitated by conference sponsors)	
3:15PM – 4:00PM	Concurrent Breakout Sessions	
Growth Track	Franchisee Growth Track	Professional Development Track
Lead Generation Ideas Using AI & Technology	Exit Strategies for Franchisees	The Evolving Role of the Lead Qualifier
4:00PM – 4:15PM	Break	
4:15PM – 5:00PM	Concurrent Breakout Sessions	
Growth Track	Franchisee Growth Track	Professional Development Track
Strategies for Using Brokers & FSOs	Attract Multi-Unit Franchisees to Your Brand	Managing & Motivating a Sales Team in Challenging Times
5:00PM – 5:30PM	Networking Break	
5:30 - 8:30PM	STAR Awards Celebration & Dinner	

October 9, 2025	Conference Day 3
8:30AM – 9:00AM	Breakfast
9:00AM – 10:30AM	Closing Workshops
	Professional Development Track Build Your Professional Development Plan
10:30AM	Conference Concludes