

IFA's Convention – specifically designed by a committee of IFA members for franchisors of all sizes, single and multi-unit franchisees and our supplier partners – is the premier forum to build relationships and foster new ideas for growth.

This is the largest event in franchising – one you cannot afford to miss!

RAISE THE BAR

#IFA2017

CONVENTION

JANUARY 29-FEBRUARY 1 | MANDALAY BAY | LAS VEGAS, NV

KEYNOTE SPEAKERS:



TIM FERRISS

New York Times Best-Selling Author of The 4-Hour Workweek

How can you be more productive with fewer hours?



MARCUS BUCKINGHAM

New York Times Best-Selling Author and Leading Business Consultant

Learn how to harness the strengths within your organization.



DAVE MORTENSEN AND CHUCK RUNYON

Anytime Fitness Co-Founders

How do you achieve explosive growth and a loyal customer base?

PROGRAMMING DESIGNED FOR EMERGING FRANCHISORS LIKE YOU!

As an emerging franchisor, the IFA Convention provides a variety of networking and educational opportunities for you to learn from a list of who's who in franchising to position your business for success and future growth.

Sunday, January 29

New Member & First-Time Attendee Reception – Open to new IFA members and those who indicate they are a first-time attendee to IFA's Annual Convention.

The Buzz – This reception is a fun way to kick-off #IFA2017 and a time for you to meet colleagues and possible future business partners and allies!

Monday, January 30

Morning educational summits developed for businesses with 0-100 units:

- **Franchise Development/Sales Summit, Part 2**
- **Operations Summit, Part 1**
- **International Summit, Track 1**

Opening General Session & Luncheon – featuring *New York Times Best-Selling Author of The 4-Hour Workweek, Tim Ferriss*. Tim will share tips, tricks and insights for undergoing a lifestyle redesign, the art of reinvention and how to be productive with less hours. For more information on Tim Ferriss, please visit fourhourworkweek.com.

Afternoon educational concurrent sessions developed for businesses with 0-100 units:

- **Game Changing Emerging Brand Recruitment Strategies** (*will repeat on Tuesday morning*)
- **Steps and Cost to Build, Launch and Manage a Growing Franchise Brand**

Chairman's Reception with Exhibitors – This reception is your first chance to visit with our exhibiting suppliers and discover new tools, solutions, products and services to help you better achieve your business goals.

Morning Super Session – featuring our Franchisor Spotlight on Anytime Fitness. Co-founders **Dave Mortensen** and **Chuck Runyon** will share how they grew the brand to 3,500+ locations in just 15 years!

Morning educational concurrent sessions developed for businesses with 0-100 units:

- **Game Changing Emerging Brand Recruitment Strategies** (repeat session from Monday)
- **How to Be Big with a Little Budget: Bridging the Gap Between a Startup and a Successful Franchise**
- **International Franchising Focus: Europe and Latin America**

Networking Lunch with Exhibitors – your second chance to learn how products and services offered by our supplier partners can help your business grow and be more profitable.

Business Solution Roundtables – A unique opportunity to sit down in a small group setting and exchange ideas, challenges and solutions with some of franchising’s most accomplished icons and leading professionals. (These will be offered again on Wednesday morning.)

Reception with Exhibitors – Your final chance to meet with your current business partners and potential new ones in our exhibit hall!

The Bash – Relax, wind-down and connect with old and new friends at the last, official networking event of #IFA2017 at Mandalay Bay’s own nightclub, LIGHT.

Business Solution Roundtables – Couldn’t get enough on Tuesday? Come back for another opportunity to pose questions to leading franchise executives while listening to their success stories, lessons learned and innovative business solutions.

Closing General Session – featuring Four-Time *New York Times* Best-Selling Author and Leading Business Consultant, **Marcus Buckingham** – Learn tools to harness excellence in your organization!

*****Emerging Franchisor Bootcamp** – More information on this bootcamp is provided below.

A sample of other educational opportunities at #IFA2017

The educational sessions listed below are offered either Monday or Tuesday and are designed for businesses of all unit sizes.

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| <ul style="list-style-type: none"> • 26th Annual Elements of Successful Franchising • Digital Marketing & Technology Summit • Financial Summit • Franchise Development Summit • Franchise Relations Summit • Joint Employer Issues Summit • Operations Summit • @OurFranchiseCampaign – Telling the Real Story of Your Business for Success • Are Struggling Franchisees Jeopardizing Your Franchise System? What You Can Do to Help Them! • Best Practices for Starting or Reinventing a Franchisee Advisory Council • Building an Effective Training Program for Your Franchise • How is NLRB Affecting Training and Operations? • Innovative Ideas that Break the Mold | <ul style="list-style-type: none"> • Marketing to Millennials • Maximizing Enterprise Value: Strategies Franchisors can Implement to Attract Higher Valuations in the Sales Process • Presenting Financial Performance Representations to Prospective Franchisees • Provide Your Prospects with an Amazing Candidate Experience • Social Media: Today’s Secret Sauce for Telling Your Franchise Story • The Franchise Operations Challenge: Best Practices for Helping Your Franchisees to Significantly Improve Their Performance • The Role of Private Equity in Franchising: What You Need to Know • Unit-Level Economics (Driving Profitability by Measuring and Maximizing the Performance of Your Business) |
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Check out franchise.org/ifa2017 for complete listing.

NEW POST-CONVENTION EVENT!

While analyzing the attendance and feedback from the 2016 convention, there was one statistic that jumped out at the Convention Committee – 55% of the brands attending the convention had less than 100 units open! In that spirit, the committee (in tandem with the CFE program) has created a special post-convention half-day bootcamp to give critical information and share experiences with emerging brands.

Wednesday, February 1
1:30 pm – 4:30 pm

EMERGING FRANCHISOR BOOTCAMP

(This complimentary event is open to the first 150 franchisors with 100 units or less who sign up. Please indicate your interest on the #IFA2017 registration form found on our website or convention brochure.)

During this three-hour bootcamp, you will meet executives who have walked in your shoes – founders of franchise companies willing to share the mistakes they made, what worked and what didn’t to get them to critical mass. You will see how typical brands grow through the emerging phase, what healthy growth is and how growing too fast can be detrimental to the long-term future of your brand. Featuring a combination of learnings from our presenters and problem-solving exercises led by some of the most successful franchisors in the industry, content will be interactive, interesting and fun. This bootcamp will be a roadmap for emerging franchisors to Recurring Revenue Self Sufficiency™ – the day when your royalty revenue covers your overhead!

Key areas of focus that will be discussed include:

- Development strategies from pure organic growth through the broker network model and outsourced sales models.
- What infrastructure is needed at specific milestones?
- How to get financing at the emerging phase.
- How Item 19 and transparency affect growth.

Franchisor C-Level Executive Mentors Include:

Catherine Monson, CFE, CEO, FASTSIGNS International; **Catherine Deano, CFE**, Owner, Painting with a Twist; **Renee Maloney, CFE**, Co-Founder and CEO, Painting with a Twist; **Ryan Zink**, Vice President, Business Development, Complete Nutrition; **Scott Perry, CFE**, CFO, Sport Clips, Inc.; **Greg Esгар**, CFO, BrightStar Franchising, LLC; **Tariq Farid, CFE**, Founder and CEO, Edible Arrangements International, LLC; **Candace Couture**, Director of Franchise Sales, Planet Fitness



Shelly Sun, CFE
CEO & Co-Founder
BrightStar
Franchising, LLC

Topping off this event is our incoming IFA Chairwoman and 2017 Convention Committee Chairwoman, Shelly Sun, who built her brand leveraging the IFA educational programming and asking questions of other franchisors to learn not only what to do, but also what not to do during her critical start-up phase. Shelly will share her story and how she personally managed the BrightStar brand from inception through maturity.

Bootcamp attendees will receive complimentary CFE enrollment and guide book (\$540 value), 400 Bonus CFE Credits to get them started on their quest to CFE designation and a copy of Shelly Sun’s book, *Grow Smart Risk Less*.