



**FRANCHISING®**  
Building local businesses,  
one opportunity at a time.

**Franchise Development Seminar**  
**Wednesday, September 20, 2017 – The Highland Dallas, Dallas, TX – Opus 2, 3 & 4**  
**Schedule of Events** *(as of 6/30/17)*

**8:00 am**                                  **Registration Desk Open with Continental Breakfast**

**8:30 am – 8:50 am**                      **Welcome & IFA/FranConnect Franchise Sales Index Report**

**Seminar Moderator: John Teza, CFE, CDO, Corner Bakery Cafe**

The International Franchise Association and the Franchise Education and Research Foundation are very excited to collaborate with FranConnect to provide state-of-the-art franchise sales performance analytics and educational tools that can help franchise companies continuously improve their development process. Through cooperation with FranConnect, we will offer educational programs, recognized for Certified Franchise Executive (CFE) credits, focused on best practices in franchise development, backed by measurable franchise sales KPIs, processes, and systems.

**8:50 am – 9:35 am**                      **Roundtable Discussions**

Sit at a roundtable with fellow franchise executives for informal discussions on topics focused around franchise development. Get direct feedback on issues that are important to you.

**9:45 am – 10:30 am**                      **CEO Presentation**

Hear from a franchisor CEO about their sales program and learn tangible strategies you can use in your own system. Because these seminars take place in an intimate environment, you'll have an opportunity to ask questions and interact with top-level CEOs who can provide you with the detailed information you need to ensure continued success.

**Speaker: TBD**

**10:30 am – 10:50 am**                      **Refreshment & Networking Break**

**10:50 am – 12:05 pm**                      **Team Exercise/Case Study**

You will work in teams of 8-10 people with a team leader on the following Case Study:

You are a lawn care company who has been franchising for 10 years with 50 units in the South, and you are looking to expand up the West Coast. You have a budget of \$150,000 to put towards your lead generation program. Outline specific strategies/tools for how you would spend it. As a team, you will come up with the best options to meet your lead generation goals.

**Team Leaders Include: Mark Liston, CFE, President, Glass Doctor; Madison Jobe, CDO, Wingstop Restaurants**

**12:05 pm – 1:35 pm      Luncheon with Featured Franchisor C-Suite Executive**

Learn from a leading franchise executive about what single biggest change their company made to their development program in the past year. What has been successful? What new programs have they implemented that have made a significant difference? What is the measurable result?

**Speaker: TBD**

**1:45 pm – 2:25 pm                      Item 19 and Your Sales Process**

Learn the latest on hot cases and issues regarding Item 19 that directly impact sales development. Discussions will include different scenarios and how their outcome affects sales processes.

**Speaker: TBD**

**2:25 pm – 2:40 pm                      Refreshment & Networking Break**

**2:40 pm – 4:00 pm                      Mystery Shopping – What’s in Your Franchise Development Website and Is It Working for You?**

Franchise development websites will be identified in advance of the program and evaluated. During the seminar, our experts will discuss what they found. What’s the good, the bad and the ugly? What does the facilitator recommend should be changed?

**Speaker: TBD**

**4:00 pm                                      Closing Remarks and Adjournment**

*\*Join fellow Franchise Sales Revolution and Franchise Development Seminar attendees the night prior to the seminar for an informal happy hour! Location and time to be shared closer to the seminar.*