

INTERNATIONAL FRANCHISING SYMPOSIUM

MARCH 16-17, 2017 // ROYAL GARDEN HOTEL // LONDON, UK



Developed by the IFA, the British Franchise Association and the European Franchise Federation, **the International Symposium on Franchising will address the latest trends, strategies and opportunities for growth in the U.S., U.K. and European markets.**

<https://www.thebfa.org/international/international-franchise-week>

BROUGHT TO YOU BY:



DAY
1



Gavin Hewitt

WHAT YOU'LL LEARN

Preparing to Expand Internationally

The Future of Digital Marketing

Worldwide Trends in Regulation

Evening Gala Dinner with Gavin Hewitt

DAY
2

WHAT YOU'LL LEARN

Real-Life Stories

Responding to Changes in Buyer Behaviour

Finance for Your Franchise