



# EMERGING FRANCHISOR (0-100 UNITS) AGENDA

We want you at the most important franchising event of the year – the IFA 2020 Annual Convention. With almost 50 compelling sessions and countless networking opportunities, figuring out your daily game plan can quickly become overwhelming. And you're probably thinking...what's in it for me?

As an Emerging Franchisor, this recommended schedule is a great place to get started with determining how to spend your time and get the most value out of your investment in joining us this February. To see all of your available options (or more information on the sessions listed below), go to [franchise.org/convention](https://franchise.org/convention). Questions? Call 202-662-0763 or email [events@franchise.org](mailto:events@franchise.org).

## SATURDAY, FEBRUARY 8

7:00 am – 7:30 pm

### Registration Desk Open

11:30 am - 5:45 pm

### Annual Leadership Conference

**Adapt and Thrive: How to Change the Way You View Risk and Lead Your Company to Greatness.** The 2020 Annual Leadership Conference will feature a panel of senior-level franchise executives who will share their insight on leadership and business development, a case study where attendees will work to solve a real-world business issue and a keynote presentation that will emphasize the dire need for your business to evolve with your market in order to thrive into the future. *Additional registration and fee are required.*

OR

1:00 pm – 4:45 pm

### Emerging Franchisor Bootcamp

This exclusive workshop provides participants with learnings from the best in franchising through an opening presentation featuring a prominent franchise executive who will speak to “mistakes I’ve made as a franchisor,” followed by the centerpiece of the Bootcamp - peer and mentor input to solve business issues emerging franchisor attendees bring to the table. *Additional registration and fee are required.*

5:00 pm – 7:00 pm

### New Member & First-Time Attendee Workshop and Reception

Is this your first time to an IFA Annual Convention? Have recently joined IFA as a Member? Stop by this workshop for IFA and Convention tips and tricks from veterans and franchising professionals. The workshop will run from 5:00 pm – 6:00 pm and be followed immediately by the New Member & First-Time Attendee Reception.

6:30 pm – 8:00 pm

### The Buzz

Join us for good food and drinks to help us kick off the start of Convention with a bang! Don't miss the first opportunity to network with your peers at The Buzz!

## SUNDAY, FEBRUARY 9

8:30 am – 10:30 am

### Summits

*We recommend that you attend the below Summit during this time.*

#### Elements of Successful Franchising

*(This summit is relevant to all system sizes.)*

This interactive session will focus on the trends in franchising and the impact they may have on franchise systems. We will review the major legal and business stories during 2019 that continue to shape franchising and look to what we think we will see in 2020. Areas of discussion will include:

- Threats and challenges for franchisors, franchisees, and the franchise model in general.
- Anticipating and addressing system change.
- Balancing business and legal considerations in operating a franchise system.
- Seven habits of highly successful franchise systems.

OR

9:15 am – 10:30 am

### Specialty Seminars

Topics include:

- Diversity Declaration: Join the Movement
- Veterans Hiring in the Current Business Climate

OR

9:45 am - 11:45 am

## Franchise Development/Sales Summit

### Segment 1: Solving the 4 Biggest Lead Gen Obstacles for Emerging Brands

(This segment is most relevant to systems with 0 – 100 units)

Join this panel of fast-growth emerging franchisors and franchise sales experts as they identify and present solutions to the four most common growth hurdles faced by emerging brands. Panelists will share specific lead gen tactics as well as best practices to turn leads into sales. They'll challenge attendees to closely examine their current franchise sales strategies and processes, helping them expose potential flaws and providing specific steps to attract the right candidates and move them through the sales funnel more efficiently. Challenges to be addressed include limited brand recognition, competition from more established brands in the space, tight lead generation budgets, and prospects who drop out of the process due to fears of risk with an untested concept. Time has been allotted for attendees to pick panelists' brains in a rapid-fire question round at the end of the discussion.

10:40 am – 12:05 pm

## Mini Super Sessions

Topics include:

- Talk Triggers
- Achieving Your Wildly Important Goals – The 4 Disciplines of Execution

1:00 pm – 3:00 pm

## Opening General Session

(Doors open at 12:15 pm w/ lunch service at 12:30 pm)



We will kick-off our 60th annual flagship event with a powerhouse presentation from world-renowned author, **Simon Sinek**, who will provide a ground-breaking keynote address followed by a sitdown Q&A with **David Barr**, Chairman of PMTD Restaurants, Managing Director of Franworth and IFA Chair of the Board. Simon will address a perpetual question – The Infinite Game and how can we win a game that has no end? In his talk, Simon explores how understanding the rules of the “Infinite Game” is essential if any leader wants to stay ahead and outlast any competitor...forever.

3:15 pm – 4:30 pm

## Learning Labs

We recommend you attend the below “learning lab” during this time.

### Scaling Up! What Resources Should the Growing Franchisor Add to the Corporate Office and When Should These Resources Be Added?

(This session is most relevant to systems with 0 – 100 units.)

During this session, a panel of experienced franchisors will discuss how they navigated growth within the budgetary constraints of a growing franchise system. This includes:

- What disciplines and structures to manage internally and what to outsource.
- How to have team members wear multiple hats effectively during the early years of franchising.
- How to prioritize human resources' roles/responsibilities with limited financial resources.
- Sharing mistakes made and lessons learned along the way.
- Incorporating technology to be more efficient from the start.
- Learning how to balance Strategy, People, Execution and Cash!

4:30 pm – 7:30 pm

## Chairman's Reception with Exhibitors

All registered attendees are welcome to come take a look at the latest and greatest in products, services and systems available from our exhibitors! The IFA Exhibit Hall offers something for everyone. This year's Exhibit Hall will also feature activities and games for you and your colleagues to enjoy between aisle strolls and booth visits.

# MONDAY, FEBRUARY 10

8:00 am – 10:00 am

## Super Session with Continental Breakfast

(Breakfast available from 7:30 am – 9:00 am)



Join IFA Chair of the Board, **David Barr**, and **Kevin Hochman**, President and Chief Concept Officer of KFC U.S. in this first-of-its-kind session. Kevin will begin the morning with an overview of KFC's many recent successes and share an insider's look at how the return of Colonel Sanders' values re-established KFC as America's most iconic chicken brand. Kevin and David will then engage in an authentic one-on-one session on how franchisors and franchisees effect change together and the power of that critical partnership. This morning's session will also feature the perennial favorite, “**Big Ideas – Franchise 10x.**” This year's transformational stories will bring you face-to-face with the fact that our world is changing at an incredibly rapid pace, and you have to disrupt the way you normally operate your business to stay ahead.

10:15 am – 11:30 am

## Learning Labs

We recommend you attend the below “learning lab” during this time.

### Profitability and Success: Developing a Best-in-Class Program with Systems

(This session is most relevant to systems with 0 – 100 units.)

Profitability of the brand is a key to attracting targeted franchisees. Emerging franchisors have choices to make when structuring their brand to deliver the proper return on investment for both the franchisor and franchisee. In this interactive format which will include audience participation and questions, we will explore:

- How to design, develop and support a modern franchise system that drives profitability.
- How to define the needs of the various classes of franchisees.
- What are the key learnings to support each class of franchisee in order to best leverage the brand’s system resources to drive profitability?
- What are the best approaches to distinguish the franchise offering in marketing materials so that it will be attractive to the intended audience, and what methods are effective in creating a pipeline of potential franchisee candidates?

11:45 am – 2:45 pm

## Networking Lunch with Exhibitors

(Lunch will be available from 11:45 am – 1:15 pm)

3:00 pm – 4:45 pm

## Business Solution Roundtables

Hosted by franchise executives and Supplier Forum members, don’t miss this unique opportunity to sit down at a roundtable of 10-12 people and exchange ideas, challenges, solutions and best practices with some of franchising’s most accomplished CEOs, presidents and COOs. Pose questions and listen to their success stories, lessons learned and innovative business solutions. There will be topics each day for Emerging Franchisors like yourself!

5:00 pm – 7:00 pm

## Reception with Exhibitors

8:00 pm – 11:00 pm

## The Bash

Network and mingle with fellow Convention attendees at the last, official networking event of IFA 2020. This must-attend party will be held on the Marriott World Center’s expansive outdoor pool deck and lawn! At The Bash, you can relax, wind-down, challenge your colleagues to a game of Ping-Pong or Foosball and connect with old friends while also forging new relationships.



## TUESDAY, FEBRUARY 11

8:00 am – 9:45 am

## Business Solution Roundtables with Continental Breakfast

(Breakfast will be available from 7:30 am – 9:00 am)

Same setup as Monday afternoon, just with different topics and facilitators!

10:15 am – 12:15 pm

## Closing General Session



Leave the 2020 Convention on a high-note by hearing the motivational story of former NFL Player, **Trent Shelton**, who will wrap-up an unforgettable four days in Orlando. Author of *The Greatest You* and Founder of Rehab Time Organization, Trent will close our Convention with a session on breaking free from toxic

environments, finding what motivates you, and realizing your purpose in life. Weaving together personal stories from his own life and from others who have also gone through hard times, Trent reveals how you can bring out the best in yourself and establish a happier, more fulfilled future for generations to come.



“The best opportunity to advance your knowledge of the franchise industry is in attending the annual IFA Convention!”

– **Ron Bender, CFE**, VP, Franchising, EnviroLogik Franchise