



## FIELD SUPPORT/FIELD CONSULTANTS 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 a Field Support/Field Consultant professional, 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](http://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

Does your brand have 100 units or less? 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.*

#### Operations Summit

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

#### Segment 1: Onboarding and Training (including Ops Manuals)

1-2-3 GO! A successful franchise launch makes a large, and lasting, impact on the franchisee and franchise system. It's a delicate balance among tools, training and budgets. In this session, attendees will hear briefly from seasoned professionals and their programs, then break into small groups to craft onboarding plans for the food, personal service, retail and home service sectors. Come prepared to share, work and learn. Your franchisees will thank you for it.

## Segment 2: What Makes for a Good Franchise System? SUPPORT!

Research from Franchise Business Review shows that nearly 1 in 5 new franchisees rate training and support “poor” or “average.” That’s 20% of new franchisees who are unimpressed right out of the gate. What’s more, overall satisfaction tends to dip when franchisees hit the 2-5 year mark. So how can you provide the support your franchisees need to stay engaged and profitable? In this hands-on session, you’ll have the opportunity to break out into groups to discuss specific challenges you’re facing and get real, and actionable, ideas for improving training and support in your system. Table topics include:

- Technology
- In-person Support
- Corporate Support
- Financials
- Franchisee Support Programs
- Scaling for Growth
- Support During Franchisee Lifecycle Stages

## OR

9:15 am – 10:30 am

### Specialty Seminars

Topics include:

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

10:40 am – 12:05 pm

### Mini Super Sessions

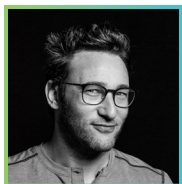
Topics include:

- 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.

### Planning Effective Field Visits

(This session is most relevant to systems with 101 - 500 units.)

The ability of a franchisor to implement its brand vision is often only as good as the effectiveness of its field support visits. In particular, large franchise systems rely on their local networks of field support managers to develop relationships with franchisees, monitor unit-level performance, offer training and support, and engage franchisees with the brand. This session will present real-world examples of do’s (and don’ts) for planning effective field visits with franchisees, including:

- Preparing an agenda for visits.
- Determining what metrics to track and what data to collect.
- Identifying areas for further franchisee training.
- Communicating a consistent brand vision.
- Enhancing franchisee relationships and employee productivity.

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.

### Keeping Long-Term Franchisees Motivated and Engaged: What to Do When They Say “What Have You Done for Me Lately?” How to Make Year 20 as Exciting as Year 1!

(This session is most relevant to systems with 101+ units.)

Time doesn’t heal all wounds...Sometimes it creates them. Discussions will center around motivating long-term franchisees in the following areas:

- Engaging mature franchisees who have mastered your system, are making money and feel that they no longer get “value” from the franchisor.
- Re-aligning with a franchisee that has outgrown the support provided by the franchisor; what happens when the franchisee feels they no longer need the franchisor? Learn to do and how to do it.
- Merger or acquisition with new leadership; seasoned leadership that may need revamping.

Bring your concerns and your solutions!

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 Field Support/Consultant professionals 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

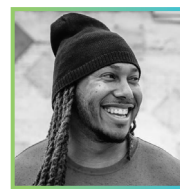
## Business Solution Roundtables with Continental Breakfast

(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.