



FRANCHISE RELATIONS 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 Franchise Relations 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. Questions? Call 202-662-0763 or email 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.

Franchise Relations Summit

(This summit is relevant to all system sizes.)

Developed by the Franchise Relations Committee and the Franchisee Forum

Brilliant Collaboration: Franchisees and Franchisors Navigating the Future Together!

This year, the highly popular Franchise Relations Summit will tackle one of the most important issues in franchising today – how to use collaboration to flourish in uncertain times. In this highly interactive session, you will:

- Hear case studies of how established franchise networks have successfully navigated dramatic changes to their business models.
- Learn powerful psychological techniques for getting franchisee buy-in to important new initiatives.
- Participate in discussions on best practices for improving communication and engagement.
- Determine how to avoid common pitfalls when initiating change in a franchise network.
- Gain access to cutting edge research on how to maintain high levels of franchisee satisfaction.
- Have your questions answered by leading franchisors, top performing franchisees and franchise relations experts.

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.

New Strategies to Improve Franchise Communication via Technology

(This session is relevant to all system sizes.)

Developed by the Franchise Relations Committee

The world of technology is constantly changing. In this session you explore some new free and/or low-cost technology that could massively improve communications within your franchise system. Learn how to host effective video conferences and use them for virtual franchise advisory council meetings, regional networking, and performance groups. As well, using video conferences to improve the franchise business consultant’s interaction with franchisees, and create a modern operations manual that will help with brand consistency and execution.

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.

Building Trust and Engagement with Your Franchisees

(This session is relevant to all system sizes.)

Developed by the Franchise Relations Committee

There is strong evidence that engagement and business performance are closely linked. In this interactive session, we’ll explore key strategies for building trust and engagement within your franchise network. You’ll hear first-hand from our panelists on how they structure their franchise relationships for optimum success, and you’ll learn tactical advice on the fundamentals of building trust, communication strategies, and how to re-engage franchisees that have gotten off track.

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 Franchise Relations 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

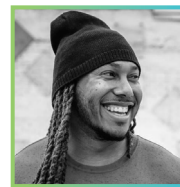
(Breakfast will be available from 7:30 am – 9:00 am)

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.



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February 27, 2019

#IFA2019 was a terrific event and I would encourage ANYBODY that is in the #franchise industry in any capacity to consider attending future events.