



FRANCHISE DEVELOPMENT/SALES 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 Development and Sales 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

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.

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 - 9:30 am

Fundamentals of Franchise Sales

(This session is relevant to all system sizes.)

An overview of franchise sales basics all rolled up into one 60-minute session that addresses “what” the answers are – then our other sessions tell you “how” to execute them. We'll feature an experienced moderator and one franchise development expert on each of the following:

- The Basic/Best Lead Gen Tactics – an overview of what works.
- Brokers – how to get started and how to stick with them.
- Digital – what it means and where to go.
- Discovery Days – how to run them and what they are.
- The Franchise Sales Person – what they do and how they close sales.
- Item 19 FPR as a sales tool.

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.

Segment 2: At a Growth Standstill? How to Re-Ignite Your Franchise Sales

(This segment is most relevant to systems with 250+ units.)

Come prepared to problem-solve with some of the most successful high-growth mature brands in the franchise industry. This panel of forward-thinking, established franchisors will address the four most common barriers to continued system growth in an engaging problem/solution format. Each panelist will provide a differing approach to overcoming the top obstacles faced by mid-size and established brands, including lead flow/lead quality, market saturation, sales process flaws and brand perception. The solutions presented are applicable to any type of concept, across multiple segments. The session has been designed to carve out ample time for attendees to interact with the panelists about specific challenges they're facing in their own systems.

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.

How to Attract the Right Franchisees for Your Brand. How Do You Then Move Them through Your Sales Process Effectively?

(This session is relevant to all system sizes.)

In this session you will learn from emerging and established brands. They will discuss how they identify qualified franchise candidates and move them through the discovery process to effectively validate, and award, their franchise opportunity.

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 one of the below “learning labs” during this time.

How Franchisors Can Attract Multi-Unit Franchisees to Their Brands

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

The type of franchisee every franchisor seems to want is a multi-unit franchisee. But how do franchisors attract these business savvy entrepreneurs? And where do experienced multi-unit franchisees seek out new brands? Is it online, in magazines, through personal experience with a brand, media coverage, trade shows, personal references – all of the above?

What due diligence have multi-unit, multi-brand franchisees conducted prior to even reaching out to the franchisor? Brand power, strong C-Suite, profitable franchisees, satisfied customers, healthy FPRs, strength in locations, market share? How do they expect a franchisor to respond to their interest and inquiry? To respond like any other inquiry, to alter their sales approach and provide special

consideration, to talk to a C-Suite executive early in the process? What do multi-unit franchisees look for from the brand when they do connect with a franchisor?

Franchisors who have been recruiting this desired target group will share their and what it really takes to attract and recruit experience franchisees.

LinkedIn Lead Gen Workshop: Learn How to Consistently Generate Franchise Prospect Leads Through the World's Largest Professional Network *(This session is relevant to all system sizes.)*

In this in-depth workshop, you will finally learn how to find, attract and market to your ideal franchise prospects on LinkedIn. Here's what you'll learn:

- How to Identify your ideal audience on LinkedIn.
- The 5 different organic and paid methods to target your audience.
- What you should say in our ads and posts to attract your ideal audience.
- How much of your budget to allocate toward LinkedIn.

By the end of this workshop, attendees will have an actionable LinkedIn lead generation strategy that fits their budget, current size, and unit growth goals.

Raising the Value of Your Franchise Through a Well-Executed Resale Program: 5 Critical Ways to Leverage Franchise Transfers to Increase a Brand's Reach, Financial Performance and Development Goals *(This session is most relevant to systems with 250+ units.)*

A well-executed franchise transfer program can increase the value of the franchisor in five critical ways:

1. Attracting new candidates who will not only acquire existing units but also sign development agreements to grow additional stores.
2. Raise the "after-market" or resale value of franchise units.
3. Bring new capital to tired units as they transfer and refresh the locations to the current standards
4. Raise AUV as older stores transition to new, energized owners who will embrace the latest franchise strategies and raise sales in underperforming or aging units.
5. Provide existing franchisees with assurances that they are building a valuable, transferrable asset.

Franchise resales for mature brands can represent up to 8% to 10% of their sales each year. How is your franchise development team handling the process? Do you have a well thought-out plan to handle franchise resales? The value of a franchise can be impacted directly by their approach to the resale market which exists in every brand. This dynamic workshop will introduce strategies to raise your franchise value through a well-executed franchise resale program.

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 Sales 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

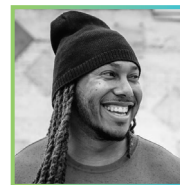
Business Solution Roundtables with Continental Breakfast

(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.