



INTERNATIONAL 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?

If you work in international franchising or are looking to expand internationally, 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

8:00 am – 5:00 pm

International Lounge Open

Want to meet with fellow franchising professionals from across the globe? Need a place to check email or check-in back home? Swing by the International Lounge in between sessions for refreshments and to network with colleagues from all across the world!

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

8:00 am – 5:00 pm

International Lounge Open

8:30 am – 10:30 am

Summits

We recommend you attend one of the below Summits during this time – based off your system size and experience in international franchising.

International Summit-Track 1

*(This summit is relevant to all system sizes.)
Developed by the International Committee*

International Franchising 101

Learn which questions you should be asking and where to find help. Topics will include assessing your readiness to go global, choosing markets, development models, finding franchisees, legal considerations and providing international support.

International Summit-Track 2

(This summit is most relevant to systems with 101+ units.)
Developed by the International Committee

Success after Signing: International Unit Economics and Operations

The success of franchise systems depends upon both franchisors and franchisees attaining their goals. Franchising across borders adds variables. Gain practical and applicable takeaways from executives experienced in global franchising. Learn to get the equation right the first time and how to make changes to improve. Content will include business plans, driving revenue, ROI and P&L.

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.

Best Practices in Global Franchise Development

(This session is most relevant to systems with 101+ units.)
Developed by the International Committee

Learn best practices and current strategies from leading practitioners of international franchise development. This classroom style session will integrate subject matter experts who will provide practical advice and tangible tools focused on how to prospect for potential international franchisees and generate inbound leads. In addition, it will touch on the importance of having a process to assess different international markets, qualify potential franchisees and ultimately close the “deal.”

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.

6:00 pm - 8:00 pm

International Committee Meeting

8:00 pm – 9:30 pm

International Reception

Network with leaders in international franchising to make connections and learn about trends and developments in franchising across borders. Attendees will be key players in international franchising, including international investors, high-level franchisor executives and U.S. Commercial Service staff.



MONDAY, FEBRUARY 10

8:00 am – 5:00 pm

International Lounge Open

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.

Roundtables on International Franchising

(This session is relevant to all system sizes.)

Developed by the International Committee

Participants will discuss some of the most relevant, pressing issues facing franchise companies growing internationally. The program will feature ten roundtables.

11:45 am – 2:45 pm

Networking Lunch with Exhibitors

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

1:15 pm – 2:15 pm

International Attendees Networking Event

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 those working in international franchising or looking to expand internationally, 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.