european master & multi-unit franchising conference

EVENT PROGRAMME Updated Full Schedule + Speakers

October 23–24, 2018 | Park Plaza Victoria in London, England To Register Please Visit: eu.multiunitfranchisingconference.com



Exploring New Horizons. Contact: sales@franchiseupdatemedia.com or cromero@mfvexpo.com for details.





Premier Franchising Event Debuts In London

ABOUT THE EVENT

As activity in international franchising continues to pick up, Franchise Update Media has partnered with one of the world's leading event organizers, MFV/Comexposium, to launch the inaugural "European Master and Multi-Unit Franchising Conference," to be held in London October 23–24, 2018. Together we are leading the charge in the multi-unit and master franchising space by bringing together a highly experienced group of international franchise business leaders.

With leading-edge content, trailblazing discussions, and ample networking opportunities, Franchise Update Media and MFV/Comexposium have created this first-ever event to address the growing number of franchisees adding units and brands across Europe, a trend that continues to accelerate at a rapid pace. A key part of this



General Session - 2018 Multi-Unit Franchising Conference Las Vegas

trend, master franchising, continues to grow as the primary method of expansion for franchise brands interested in growing their brands in new countries. However, multi-unit and multibrand franchisee growth is on the rise in many countries. Both methods and models come with tremendous benefits and challenges, which will be a major focus of this event.

The best growth is intelligent growth — and that comes with a solid strategy, proper planning, measurable objectives, and disciplined decisionmaking. The conference program, designed with input from our advisory board and international franchising pros, is designed to facilitate this kind of intelligent growth.

This inaugural conference will hone in on the major aspects of successful growth strategies and tactics through the eyes of experienced master franchisees, multi-unit and multi-brand franchisees, franchisors, and authorities on international franchise finance and regulation.

The tracks and content, tailored to the needs and interests of expansion-minded global franchisees, will include a blend of master and multiunit franchisee experiences, as well as the most current data to help you make the best decision on how to grow your business in a new country.

About the Event Producers



Exhibit Hall - 2018 Multi-Unit Franchising Conference Las Vegas

We are a professional team that combined has more than 50 years experience in franchising publications and events.

For 18 years, Franchise Update Media has produced the only annual Multi-Unit Franchising Conference (MUFC) and Multi-Unit Franchisee magazine in the U.S. In April 2018, more than 700 multi-unit franchisees from over 100 brands, along with 800 franchisors and suppliers, gathered in Las Vegas to attend this yearly event. The strength of the MUFC derives from an advisory board that includes some of the best multi-unit and multi-brand franchisees in the business. As the market leader, Franchise Update Media delivers unmatched reach and scale across multiple platforms, including magazines, digital properties and franchise conferences. We boast more than 3.5 million annual unique visitors online, 8.4 million page views annually and have over 17,000 multi-unit franchisee readers, and 9,000 franchisor readers.

MFV EXPOSITIONS

For 25 years, MFV Expositions, part of ComexposiumGroup – one of the world's leaders in event organization, has been producing the leading franchise events worldwide that consistently bring together franchise concepts, at all investment levels, with the most qualified visitors seeking to own their own business.

Who Should Attend & Why

For anyone looking to grow their franchise business in Europe, the European Master and Multi-Unit Franchising Conference in London is the place to be this October. The content-rich agenda, educational sessions, peer-to-peer networking, inspirational speakers and panelists, and experienced sponsors and suppliers are set to provide a solid basis for building the right plan to achieve your goals of international growth.



STRATEGIC GROWTH

This conference offers something for everyone from single-unit franchisees looking to grow with new opportunities, to multi-brand operators looking to diversify further, to master franchisees looking to attract prospective business owners.



NETWORKING

Join these franchise industry insiders and network with more than 50 franchise brands and product and service providers on the expo hall floor. Networking counts as a powerful opportunity to learn and grow. R

SPEAKER ROSTER

Panels and selected speakers are crafted specifically for master and multi-unit franchisees, respectively. The roster will include some of the best, most experienced franchisees in the space. This exclusive event is the only event of its kind that focuses on bringing to light the most important and relevant concerns in today's master and multi-unit franchising arena.



Day 1 General Session Panel - 2018 Multi-Unit Franchising Conference Las Vegas

TUESDAY, October 23

12:00PM – 1:30PM	LUNCH & OPENING NETWORKING EVENT An open forum that allows attendees to talk with industry peers, meet colleagues, and discover new franchise opportunities and business solutions.
1:35PM – 2:20PM	OPENING GENERAL SESSION – WELCOME & PROGRAM OVERVIEW THERESE THILGEN, <i>CEO/Co-Founder</i> , Franchise Update Media OPENING KEYNOTE: STATE OF FRANCHISING – U.S. & GLOBAL PERSPECTIVES CATHERINE MONSON, <i>CEO</i> , FASTSIGNS International Global franchising has never been bigger. There are more brands and more open markets than ever before. Catherine Monson, <i>CEO</i> , FASTSIGNS International, Inc., the largest sign and visual communications franchisor in North America and worldwide franchisor of more than 675 FASTSIGNS® in eight countries will share her insights on the strength of franchising worldwide.
2:20PM – 2:50PM	FRANCHISE MARKET TRENDS AND ASSOCIATED FINANCING HSBC's Franchise Leadership Group will provide a look forward on multi-unit and multi-brand franchisee growth and associated financing considerations including master franchising. HSBC will review how they have seen the franchise market grow in meeting their clients' developing needs. ANDREW BRATTESANI – UK Head of Franchising, HSBC MARTIN FRANCIS – International Franchise Director, HSBC KEN BRADDOCK – Franchise Director, HSBC
2:50PM – 3:30PM	WHY & HOW FRANCHISE BRANDS GROW OUTSIDE THEIR HOME COUNTRY An expanding world market, global economies, and the digital revolution have made international franchising blossom. But how do franchise brands and master franchisees decide to enter another country and grow through franchising? What types of planning and preparation are required? Will you grow through master franchising, single-unit, or multi-unit franchisees? What resources are needed to support your international franchise developers? How do you choose the right partners? What cultural aspects must you consider? Is there an adequate supply chain available? Panelists in this session will address these questions, and how to measure the potential impact on your brand as part of your due diligence before venturing abroad. MULTI-UNIT FRANCHISING VS. MASTER FRANCHISING Franchising's two primary forms of international growth and development come through multi-unit franchisees and master franchisee essentially becomes a "mini" franchise of a specified territory or comporation) the right to open and operate multiple units within a defined geographic area. Master franchising is a relationship in which the master franchise essentially becomes a "mini" franchisees these topics based on their experience with multiple franchise brands. BRIAN DUCKETT, Chairman, The Franchising Centre MICHAEL SEID, Founder & Managing Partner, MSA Worldwide
3:30PM – 3:40PM	BREAK

TUESDAY, October 23 (Continued)

	GENERAL SESSION PANEL – MASTER FRANCHISING
	THE DUE DILIGENCE PROCESS & BUILDING YOUR ECONOMIC MODEL FOR MASTER FRANCHISING
3:40PM – 4:35PM	Finding a qualified master franchisee for international expansion can save a franchisor the expense (and headaches) of setting up an infrastructure overseas to sell, train and support franchisees. Partnering with the right overseas master franchisee also can help with language and cultural differences, as well as with finding the best local employees, suppliers and real estate. Surrendering part of the franchise fee and ongoing royalties to allow the master franchisee do the heavy lifting is a popular model for franchisors seeking expansion into new countries. What due diligence is necessary to arrive at a feasible economic model? How do you structure the deal? How are expectations set in the early stages and then managed along the way? How will franchisors and master franchisees communicate? This panel of experienced franchisors and master franchisees will share their successes and challenges and provide insights to help you avoid making mistakes as you expand into new, uncharted terrain.
	WILLIAM EDWARDS – <i>CEO</i> , Edwards Global Services NIGEL TOPLIS – <i>Managing Director</i> , The Bardon Group PHILIP CINIGLIO – <i>CEO</i> , Bartercard Operations UK LTD
4:35PM – 5:30PM	GENERAL SESSION PANEL – MULTI-UNIT FRANCHISING
	BENEFITS OF GROWING MULTIPLE LOCATIONS AS A MULTI-UNIT FRANCHISEE OR MULTI-BRAND FRANCHISEE
	Multi-unit franchising has been a game-changer for franchising. Multi-unit franchisees know how to open and operate units and have unique insights into what they did right, and what they would do differently if they had to do it over again. After succeeding with many units of a single brand, many are finding their next step is multi- brand franchising. Done right, this diversification strategy can protect a business from economic downturns, economic cycles, and encroaching competition. As savvy investors know, no matter how good your ROI may be from a single holding, it's not always wise to put all your eggs in one basket. A panel of experts will share the risks and benefits of multi-unit and multi-brand franchising.
	MODERATOR: GARY ROBINS - Franchisee, Supercuts, 56 locations
	PANELISTS: RAJA ADIL – <i>Multi-Brand Franchisee:</i> KFC, Taco Bell, Burger King, Costa Coffee, Anytime Fitness TONY LUTFI - <i>Multi-Brand Franchisee:</i> Arby's, Little Caesar's, Jack In The Box, Sizzler, TGI Friday's YARON GOLDMAN – <i>Multi-Brand Franchisee:</i> Sonic, Fuzzy's Taco Shop, MOD Pizza, McAlister's Deli BENJAMIN SIMON - <i>Vice President International Franchise Sales and Development</i> , Carl's Jr.
5:30PM – 7:00PM	NETWORKING RECEPTION WITH CONFERENCE SPONSORS Another opportunity to meet with industry peers and colleagues, and to discover new franchise opportunities and business solutions.

WEDNESDAY, October 24		
9:00AM – 10:15AM	DESCRIPTION OF CONTRACT OF	
10:15AM – 10:30AM	MARK ABELL, Partner, Bird & Bird BREAK	
10:30AM – 11:55AM	<section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><section-header><text><text><text></text></text></text></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header></section-header>	

WEDNESDAY, October 24 (Continued)

	TRACK 2 - MASTER FRANCHISING: 3 CASE STUDIES
10:30AM – 11:55AM	1. Franchisee/Franchisor Relationship and the Master Franchising Agreement One of the most critical components of successful international franchise expansion is finding and working with the right partners. This is a key ingredient to long-term success and profitability for both the franchisor and the master or multi-unit franchisee. Putting together development agreements can be challenging and must be done correctly if the investment is to pay off for both parties. Cultural, political, legal and language differences make it imperative to partner with the right people and to be aligned in your goals. Experienced panelists will lead you through the process of how to build these relationships and develop successful agreements where both parties will prosper over the long term. 2. Building Infrastructure with Budgets for Selling Franchises Master franchisees take on the role of a "mini" franchisor in the market or country they represent. It's a big task that requires sufficient funds and a proper budget. Expenses can include franchisee recruitment, site selection, opening new locations, construction and training new teams, as well as ongoing operations and marketing support. Master franchisees must ensure they are well capitalized, manage their resources and build their infrastructure to support growth.
	3. Franchise Sales Process & Programs Master franchisees looking for qualified people to open stores and be successful requires an investment to attract and recruit the right people. A proven process to identify, engage and qualify leads and then bring them into the system is needed. Doing this effectively requires trusted processes and systems, adapted to the culture, economy, laws and markets of the new country. Panelists with firsthand
	experience in this area will share what they've learned about franchise sales in different countries. THERESE THILGEN – <i>CEO</i> , Franchise Update Media GREGORY CLEMENT – <i>Co-Founder</i> , Bagel Corner MARK HOLLAND – <i>Master Franchise UK</i> , Bodystreet MARC HOSTEN – <i>Master Franchisee, Belgium</i> , Bagel Corner MARK JAMESON – <i>EVP</i> , <i>Franchise Support & Development</i> , FASTSIGNS MATTHIAS LEHNER – <i>Co-Founder</i> , Bodystreet HAMDI OSMAN – <i>Master Franchisee, UAE & North Africa</i> , FASTSIGNS
12:00PM – 1:30PM	LUNCH IN NETWORKING AREA – EXHIBITS OPEN A casual time to meet with vendors and suppliers and to reconnect with industry peers, colleagues and discover new franchise opportunities and business solutions.

WEDNESDAY, October 24 (Continued)		
	TRACK 1 - MULTI-UNIT FRANCHISING	
1:35PM – 3:15PM	 1. "Mega" Franchisees – How They Do It There is a special breed of multi-unit operators who go big, operating dozens or even hundreds of units. In building their business, these franchisees rely on hard work, skill, shrewd management, intuition and often a little luck or fortunate timing. Panelists will share personal stories of struggle and success, mistakes and victories. If you're serious about larger-scale growth and are looking to expand your portfolio, this session is for you. 2. Growth Strategies for Integrating Additional Brands Whether you're looking to add one new brand or five, there are winning strategies that must be employed 	
	in order to succeed. Diversifying your portfolio with new brands can help shield you from economic downturns and cycles but there also can be risks and challenges. Learn how successful multi-brand franchisees identified and resolved the critical financial, structural, cultural and other issues involved in choosing a new brand and integrating it into their existing organization.	
	3. Building Your Action Plan for Growth	
	You've built a solid, smoothly functioning infrastructure, financing is secure and you understand unit- level execution. Now it's time to formalize a growth plan, conduct a needs assessment and develop an actionable plan that will lead to scalable, manageable and sustained growth. A panel of experienced franchisees will share what they've learned about, what steps to take to develop an effective action plan for expansion.	
	MODERATOR: DIANE PHIBBS, <i>Chief Content Officer</i> , Franchise Update Media	
	PANELISTS: RAJA ADIL – Multi-Brand Franchisee: KFC, Taco Bell, Burger King, Costa Coffee, Anytime Fitness TONY LUTFI - Multi-Brand Franchisee: Arby's, Little Caesar's, Jack In The Box, Sizzler, TGI Friday's YARON GOLDMAN - Multi-Brand Franchisee: Sonic, Fuzzy's Taco Shop, MOD Pizza, McAlister's Deli JESSE KEYSER - Multi-Brand Franchisee: Little Caesar's, Sport Clips, OxiFresh Carpet Cleaning	
	TRACK 2 - MASTER FRANCHISING	
	1. Providing Ongoing Support and Services to Franchisees	
	You rely on the franchisees you've signed up to follow the system, be successful and provide a reliable royalty stream. Your support is a critical part of their success and your own. Learn how to deliver the development incentives, operational and real estate support, technologies, marketing, products, brand strength and reputation your franchisees will require to grow.	
	2. Franchisee & Systemwide Profitability	
	Opening and operating a franchise location can be an expensive proposition, from labor, real estate, cost of goods and many other expenses, both fixed and variable. To be profitable, you must continue to grow while keeping costs under control and without sacrificing brand quality, customer experience or employee morale. A panel of experts will share their thoughts and experiences on how to maximize profitability at your locations and keep the system growing.	
1:35PM – 3:15PM	3. Building Your Action Plan for Growth	
	You've learned what considerations to make in preparing for growth in infrastructure, financing and unit-level execution and economics. Now you need to formalize your needs assessment and develop an actionable plan to expand your business. In this highly interactive session, you'll learn the steps to take to develop your own Action Plan for Growth.	
	MODERATOR: THERESE THILGEN, <i>CEO</i> , Franchise Update Media	
	PANELISTS: RED BOSWELL – <i>Chief Global Development Officer</i> , ActionCOACH Global	
	GREGORY CLEMENT – Co-Founder, Bagel Corner EDOUARD FALGUIERES, International Development Director, Guinot	
	MARC HOSTEN – Master Franchisee, Belgium, Bagel Corner KUBT III LMN – Vice President International Massage Envy Franchising, LLC	
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KURT ULLMAN – Vice President International, Massage Envy Franchising, LLC

WEDNESDAY, October 24 (Continued)		
3:15PM – 3:30PM	BREAK	
3:30PM – 4:30PM	GENERAL SESSION – CLOSING BUSINESS SOLUTIONS ROUNDTABLES This session will bring together conference attendees to further discuss topics that have been covered over the course of this conference. Each table will be led by program speakers and feature lively interaction prompted by timely discussion questions and topics. It's a chance to roll up your sleeves, get your questions answered and uncover solutions to any challenges you may be facing.	
4:30PM – 5:30PM	CLOSING COCKTAIL RECEPTION IN EXHIBIT AREA: EXHIBITS OPEN One last chance to rub elbows with new friends and industry allies before returning to your franchise business armed with fresh ideas, proven strategies and new personal relationships and connections you've made during the past two days.	
6:45PM	RECEPTION AND DINNER HOSTED BY HSBC UK Bank plc 8 Canada Square, London E14 5HQ HSBC UK	

Sponsors & Exhibitors

(Please refer to website for sponsor updates)

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The Venue



PARK PLAZA VICTORIA LONDON

239 Vauxhall Bridge Road London SW1V 1EQ United Kingdom

The four-star Park Plaza Victoria London is a refined, contemporary hotel near Victoria Station in Central London. It offers 299 air-conditioned guest rooms featuring contemporary design and top-rate amenities. Set in the London City Centre, our spacious accommodation options include Executive Rooms and Studios, plus 12 studio, one- and two-bedroom apartments.

 For assistance with scheduling excursions or ordering tickets, please contact our concierge at: vppconcierge@pphe.com or +44 (0) 20 7769 9792

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