

PREFERRED RATES WITH
FREE WORKSHOPS
END JUNE 30TH!

SMART GROWTH
STARTS HERE



2017
FRANCHISE
LEADERSHIP &
DEVELOPMENT
CONFERENCE

INTERCONTINENTAL BUCKHEAD HOTEL
ATLANTA, GA | OCTOBER 11-13, 2017



SHAQUILLE O'NEAL
KEYNOTE SPEAKER

4X NBA Champion, Entrepreneur,
Media Personality and Philanthropist



SCOTT STRATTEN
KEYNOTE SPEAKER

Disruptive and UN-traditional Sales,
Marketing, Branding & Social Media Expert

REGISTER NOW

www.franchisedevelopmentconference.com

Franchise Update
MEDIA

#FLDCon

CHAIRMAN'S LETTER



It is my pleasure to welcome you to the 2017 Franchise Leadership & Development Conference. What an honor it is to serve as the chairman for such an important event that brings together franchise executives from across the industry.

The goal of the conference is to provide franchise development and C-suite executives with a forum where they can find education and inspiration to help them grow their businesses. This conference has become a must-attend event for those looking to stay on top of trends and those looking to create new ones.

The theme of this year's conference is Smart Growth – growing for long-term sustainable growth, not just for the sake of growing. The conference agenda is tailored to address topics that apply to Smart Growth in multiple layers of the organization. The conference advisory board and I are committed to taking the conference to the next level through expanded content, outstanding speakers, and plenty of opportunities to network.

The opening workshops address two key areas of growth: Maximize Sales Performance and Smart & Sustainable Growth. Our keynote speaker Shaquille O'Neal will inspire us to be the best brand we can be. This year's afternoon breakout sessions follow three tracks with one bonus session:

- Franchise Sales Basics: Whether you're a new or experienced sales executive, you're never too old to fine-tune your skills
- Brand Strength: How to plan and develop your brand and franchisees for optimum growth
- Lead Generation: Identify the right lead generation vehicles and message points to reach your target customer
- Bonus Sales Leadership: How to avoid litigation in the franchise development process

A highlight of the conference is always a review of the Annual Franchise Development Report and Mystery Shopping. This year is no exception. We'll dive deeper into the data than ever before so be prepared to take notes!

Our closing workshop will feature keynote speaker, Scott Stratten, author of *UnSelling* and *UnMarketing*. Scott will lead a lively work session that will challenge us to look at the selling process differently to produce outstanding results.

As always, our goal is to keep the event content-oriented, fun, and relevant for everyone. I look forward to an excellent speaker lineup, powerful topics, and lively questions from our highly engaged audience. Here's to an outstanding 2017 conference and I look forward to seeing you in Atlanta.

A handwritten signature in black ink that reads "Jeff Sturgis". The signature is written in a cursive, flowing style.

JEFF STURGIS
VP Franchising
FOCUS Brands

KEYNOTE SPEAKERS



SCOTT STRATTEN

Disruptive and UN-traditional Sales,
Marketing, Branding & Relationship Expert

As the ultimate sales and marketing truth slayer, Scott helps organizations see their business through a new lens with his unconventional “unmarketing” views and vanguard approach to building and maintaining real customer relationships.

As the president of Un-Marketing, he has transformed how corporations like PepsiCo, Century 21, Fidelity and Microsoft do business with radical insights on how to engage better with customers through social and viral marketing. Named a top 5 social media power influencer by Forbes.com, Scott elevates the conversation by putting the focus back on what matters most to current and potential buyers, values, like trust, authenticity, relationships and service.

Drawing from his experience as a marketing industry innovator and the author of four best-selling business books, he convinces audiences to look at the big picture, which is about creating loyal, repeat customers who become brand evangelists because they genuinely love the goods or services you provide. With humor, passion and candor, Scott blends real world strategies with memorable stories that will completely change the way you market and sell, for the better.



UnSelling.

JUST ANNOUNCED!

Keynote Speaker
Shaquille O'Neal

Bio coming soon!



WHO SHOULD ATTEND?

This is the 19th year of the Franchise Leadership & Development Conference. Over the years, the conference has evolved from a franchise sales focused meeting into the only industry event focused on challenges in franchise development today.

Led by our advisory board of some of the industry's most talented and experienced development executives, the conference is designed for any size brand and multiple levels within an organization:

CEOs, Presidents looking for insight on how to better lead and grow your brand. The CEO Summit is an exclusive event where you can share experiences and learn from your peers.

CDOs seeking information to help strengthen and build your team, structure programs to address encroachment and strategic growth, and offer the right value proposition for your brand.

Franchise Sales & Development Vice Presidents, Directors: Grow personally and professionally by interacting and learning among peers and brand leaders from throughout the franchise industry. Choose to improve skills in a specific area, or learn something completely different—our extensive agenda touches on all aspects of development.

Franchise Sales Managers: Ongoing refinement of skills and strategies will help you grow into a best-in-class sales executive. Focus on the basics of building client relationships for long-term success and growth. Learn new aspects of development to position you for future growth.

COOs: Gain insight into how to work with your partners in franchise development to structure growth programs and position franchisees for success. Take home strategies to help your team play a key role in building the brand while delivering on its promises.

IT Executives: Technology continues to grow and expand as an effective tool for reaching prospective franchisees and supporting them once they're in the system. How does technology impact your brand development initiatives? Learn what's new from a development technology standpoint, and discover how your team can support the franchisee recruitment and onboarding process.

Consumer Marketing Executives: Franchisee recruitment and lead generation is more about marketing than it has ever been. Learn how to work with your development partners to structure a franchisee recruitment program that will attract new franchisees and position your brand for successful, sustainable growth.

Suppliers: Better understand your CEO, President and Franchise Development customers on what's important to them, all while showcasing your brand.





WHY ATTEND?

The Franchise Leadership & Development Conference brings CEOs, Presidents and top development executives together for a powerful two and a half day event that combines the impact of exciting presentations with peer-to-peer problem-solving workshops and roundtables.

Exclusivity: Only franchisors may attend. Network and mingle with your peers while discovering ways to implement and boost overall performance. You'll engage with franchising's premier service partners, from technology providers and social media experts to marketing agencies, law firms and more!

Franchise Development Focused Agenda:

This year's agenda focuses on a variety of franchise development disciplines. From single or multi-unit franchisee recruitment with the right value proposition, to strategic marketing planning and managing encroachment, you'll gain insight on how to structure your brand for sustainable growth and market penetration.

Transparency: This comprehensive educational networking conference is designed for sharing challenges, finding solutions and improving franchise growth. Access leading sales and development experts, and take away ideas and solutions to encourage growth.

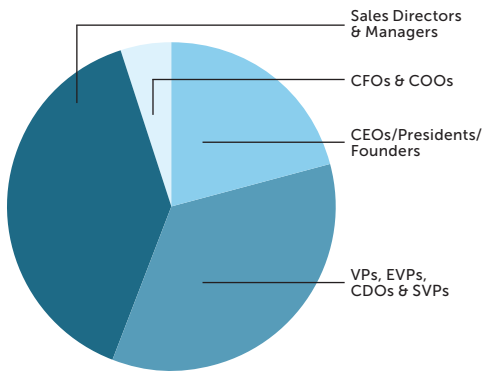
Enhance Skills: Whether you are an experienced executive or are new to franchise sales, you can always improve your skills. Join our "Mastering Sales Fundamentals" Boot Camp to refine your craft and gain more practical learning.

Networking Area: Our sponsor networking area is filled with product and service providers offering the latest ideas, tools and technologies. Don't miss the opportunity to meet new vendors and learn about their services. You might discover something you didn't know you needed!

2016

ATTENDEE STATS

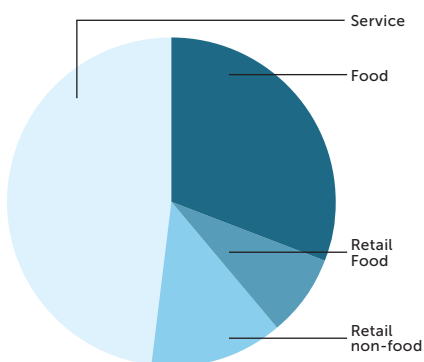
FRANCHISORS BY TITLE



TOTAL FRANCHISE INVESTMENT PER UNIT

Under \$50,000	9%
\$50,000-\$100,000	15%
\$100,000-\$250,000	19%
\$250,000-\$500,000	31%
\$500,000--\$1,000,000	13%
Over \$1,000,000	13%

CATEGORIES



FRANCHISE UNITS

Less than 25	15%
26-100	24%
101-250	29%
251-500	13%
501-1000	5%
Over 1000	16%

*Franchisors reporting number of units

DID YOU KNOW?

42% of franchisors reported digital has the highest close ratios

49% of all ad dollars in 2016 went to Internet marketing

Recruitment Budgets were **UP IN 2016**

Franchisors reported **20%** of their applications resulted in sales

\$109 average cost per lead

\$7,558 average cost per sale

*2015-2016 Annual Franchise Development Report, based on a formal survey of 167 franchisors and an additional mystery shopping of 165 franchise brands

ATTENDEE STATS

285 franchisors represented
169 brands

2017 STAR AWARDS

HONORING THE BEST IN 2017 FRANCHISE SALES DEVELOPMENT

Find out how your franchise sales organization measures up!

Our research team of sales and lead generation experts will personally evaluate your development performance in these key areas, identifying what you are doing right and where your efforts need improvement:

1. Recruitment
2. Online Sales Follow-up
3. Telephone Mystery Shopping Report
4. Social Media
5. Franchisee Satisfaction

Top performers will be honored at the STAR Awards Dinner.

*Admission is included in conference registration.

*Personal and confidential reports will be delivered post-conference.

2016
Overall Award
Winner



ADVISORY BOARD

CONFERENCE CHAIRMAN
JEFF STURGIS

VP Franchise Development,
FOCUS Brands



Jeff Sturgis has over 20 years of experience in franchise sales, franchise development, and franchise growth strategy. As VP of franchising for FOCUS Brands, he is responsible for the strategic planning and execution of franchise sales and development activities CDO for the McAlister's Deli and Schlotzsky's Bakery Café brands. Jeff has also been the CDO of McAlister's Deli prior to taking on the expanded role with FOCUS. Before joining McAlister's/FOCUS, he was the Founder and President of Franchise System Advisors, a consulting and strategic planning firm that worked with franchisors to help them evaluate, develop, and implement successful franchise sales and development strategies. Before that, he spent 3 years as VP of Franchise Development for Fantastic Sams Hair Salons, a 1,100-unit chain of full-service hair salons, where he led the franchise sales, real estate, and store development functions. Before that, he spent 4 years as the Regional VP of Franchise Sales for Focus Brands, where he was responsible for all U.S. franchise sales activities for Carvel Ice Cream and Cinnabon. He is a frequent speaker and contributor to franchising events as well as publications. He is a Board Member of both the IFA Supplier Forum and the New England Franchise Association.

ART COLEY
CEO, CGI



Art Coley got his start in small business ownership at the age of 15 when he opened a hamburger & sno-cone stand in central Texas. After attending the University of Houston, he managed a Barnes & Noble bookstore and was a freelance writer for

a popular Houston business magazine. In 1994, he met Bud Hadfield (the founder of ICED & Kwik Kopy) and was inspired to pursue a deep understanding of franchising, sales leadership and the international impact it has on small-business ownership. Since then, he has served as president of a nationwide children's technology education franchise where the brand had double-digit sales growth, opened a record number of new franchise territories, and was launched in the U.K., Australia, and Canada. With a decade of global leadership and sales positions, he has been responsible for driving system-wide revenues and overall business operations for the Top 200 franchise brands including a turnaround role in 2012 as the president and CEO for AlphaGraphics. AlphaGraphics is an international print brand, which has nearly 300 locations, more than \$280 million in system sales, and is now experiencing significant growth while providing opportunities for its Franchisee Partners. Art accepted the President and CEO position in May 2015 with Franchise Source Brands International, which owns several brands including: The Entrepreneur's Source, AdviCoach and ZorSource. As a forward-thinking speaker, franchise development expert, and continuous CEO, Coley knows and asserts that "Franchising will lead the charge for economic development for both the United States and the rest of the world."

TIM COURTNEY

VP Franchise & Network
Development, CruiseOne/Dream Vacations



Tim Courtney is VP of Franchise Development at CruiseOne. He is a member of the IFA's Membership and VetFran committees, as well as Franchise Congress. He has worked in the travel industry for more than 15 years in positions including training and management. In 2006, he joined CruiseOne in a training and education role and helped launch the company's online learning academy. He joined the franchise development team in 2008 where he quickly immersed himself in the company's recruitment efforts that led to record results. He is a CFE and speaks at various franchise and travel trade events.

STEVE DUNN

SVP Global Development, Denny's



Stephen Dunn is SVP of Global Development for Denny's, the nation's largest full-service family dining restaurant chain, is responsible for overseeing all aspects of global restaurant development for the company. He has more than 25 years of franchise and company development experience in the restaurant

and retail industry, he has held executive-level positions with Church's Chicken, El Pollo Loco, Mr. Gatti's and TCBY. He is a sought-after public speaker, and is a panelist on the topic of franchise recruiting and business development.

JENNIFER DURHAM

SVP & Chief Development Officer,
Checkers & Rally's Restaurants



Jennifer Durham is SVP and CDO of Checkers & Rally's Restaurants, Inc. She is responsible for growing the 800+ restaurant, \$750 million Quick Service Restaurant system that is focused on franchise profitability through craveable food at an incredible value. Prior to her current role, Jennifer also served as VP of Finance, IT and Corporate Controller for the brands. Jennifer earned both her Master's and Bachelor's degrees from the University of Florida. She is a Certified Public Accountant and is currently a member of the American Institute of Certified Public Accountants, 2016 IFA Convention Committee and Women's Foodservice Forum.

MIKE HAWKINS

VP Franchise Development,
The Dwyer Group



Mike Hawkins is VP of Franchising for The Dwyer Group. He joined the company in 1995 as a Franchise Developer before assuming his current role. He plays an active role in the training and management of the franchise development team, while assisting in the selection and awarding of new franchises. In 1971, he invested in the Success Motivation Institute (SMI), which specialized in the sales of training and personal development programs for small-business owners, individuals and companies. In 1975, he joined the central office of SMI and spent 9 years in franchising. In 1984, he moved to the Leadership Management Institute, a sister company of SMI, and became a franchise consultant, training and assisting franchisees in building and growing their franchise business. Previously, he held management roles at E.K. Williams, General Business Services and All Tune & Lube franchises, to name a few.

GRANT KREUTZER

Director, Franchise Licensing &
Recruiting, Jack in the Box



Grant Kreutzer, Director, Franchise Licensing & Recruiting for Jack in the Box, develops and manages franchise recruitment programs to attract top

multi-unit operators. His 15 years of experience in franchising, business development, branding, and marketing include 10 years of franchise business development in the QSR and fast casual segments, and 5 years leading marketing and sales for a start-up web application firm. His work with national restaurant chains in their franchise expansion efforts employs consultative selling techniques and marketing principles to create franchise brands that differentiate their investment proposition and engage the right franchisees best suited for long-term success. Recent programs include new development incentives and the Jack in the Box "seed" strategy, where new market franchisee growth starts with an acquisition of company-developed restaurants. Jack in the Box has transitioned to become a 76 percent franchised system, up from 25 percent in 2005, with more than 1,100 restaurants franchised to multi-unit operating groups.

RICHARD LEVEILLE

VP Franchise Development,
Floor Coverings International



After nearly 25 years at Smoothie King, including more than 15 as Executive VP of Franchise Development and Real Estate, Richard Leveille became VP of Franchise Development at Floor Coverings International. As EVP, he directed the franchise sales, real estate, and the construction and design departments and served on the Board of Directors. Credited as the first employee of Smoothie King starting in March 1989, he was involved in developing the brand systems and opening more than 650 stores, 130 international and 40 to 50 in non-traditional environments. He earned his CFE designation in 2006.

PETE LINDSEY

VP Franchising, Sport Clips



Pete Lindsey is VP of Franchising at Sport Clips. His 20+ years in the franchise business includes National Sales Manager for Franchise Development at MBE, a UPS Company (The UPS Store), National Operations Manager at MBE, and Executive Director of Franchise Relations for MBE, where he was responsible for informal dispute resolution, renewals, transfers, customer service, and insurance compliance. He was also part of the team that offered The UPS Store to MBE franchisees, which culminated in one of the largest rebranding initiatives in history.

ERIC LITTLE

CDO, Right At Home



Eric Little has been in franchising for nearly 20 years and has been a member of Right at Home's executive team since 2008. He is responsible for both domestic and international growth. During his tenure, the company has grown to more than 450 locations and achieved system wide sales of over \$300 million in 2014. Right at Home recently celebrated its most productive three-year period for franchise sales, opening 165 locations in 2012 – 2014. Eric has been a Certified Franchise Executive (CFE) since 2005 and is a former Overall 1st Place winner of the Franchise Update STAR Award. Mystery Shopping competition. He is an active member of the franchise community and enjoys sharing best practices with others in franchising. Prior to Right at Home, Eric worked with Valvoline, AlphaGraphics and BounceU.

LORI MERRALL

Sr. Director of Franchise Sales,
Brightstar Care



Lori Merrall has joined BrightStar Care as the Sr. Director of Franchise Sales & Development. Prior to BrightStar Care she was with Dessange Group North America, Massage Envy Franchising, LLC and Kahala Corp. Before franchising, Lori worked in advertising and sponsorship sales for the Phoenix Coyotes and has spent the bulk of her career in the TV and film industry, primarily in sales, distribution and marketing.

SCOTT NICHOLS

SVP Development, Charter Fitness



Scott Nichols joined Charter Fitness in 2016. Prior to joining Charter Fitness, Scott was Director, Franchise Business Development for Sears Hometown & Outlet Stores (SHOS), where he was responsible for franchise development of Sears Home Appliance Showroom, Sears Appliance & Hardware stores and Sears Outlet stores. Since starting with SHOS in March 2011, he sold 194 franchises with a total gain on sale of more than \$44 million and nearly \$5 million in initial franchisee fees; completed a revamp of its entire development process, including the rollout of a new franchise recruitment website; and heightened the brand's franchise web presence and improved ease of use for visitors, leading to increased lead generation and deal-closing ratios. He has more than 25 years of director-level franchise development experience in the hotel, QSR, and retail industries, working for such

industry icons as Holiday Inn, Sheraton Hotels, Arby's, Baskin-Robbins and Dunkin' Donuts. He also took a leading role in the initial development and rollout of Jimmy John's franchising program.

PAUL PICKETT

CDO, Wild Birds Unlimited



Paul Pickett's career with Wild Birds Unlimited (WBU) has perfectly combined his love of birds, nature and people. He joined the WBU team as the first full-time employee in 1989 shortly after graduating with a Master's degree in Biology and Ornithology from the University of North Dakota. He has more than 25 years of experience in working with potential franchisees as they decide to join the WBU team. He also has managed all site selection and lease negotiation assistance for the brand.

SHELLY SUN

Co-Founder & CEO, Brightstar Care &
Brightstar Senior Living



Shelly Sun is the CEO and co-founder of BrightStar Care®, a premium healthcare staffing company providing the full continuum of care, from homecare to supplemental staffing for corporate clients such as nursing homes and physicians. In 2005, BrightStar launched its franchising efforts, becoming the first and only franchising company in the country to specialize in both medical and non-medical care and healthcare staffing. BrightStar Care has grown to over 300 locations nationwide serving over 15,000 families generating over \$350 million in system wide revenue. In addition to leading the strategy for the BrightStar Care®, BrightStar Senior Living & Memory Care, and BrightStar® Technology Group divisions, Shelly is charting the vision for complementary brands and services to help consumers care for their families and homes. Shelly is a Certified Franchise Executive and participates on the International Franchise Association's (IFA) Board of Directors. Shelly is Chairperson of the IFA Board of Directors in 2017. Shelly was also selected by the IFA as the 2009 Entrepreneur of the Year. BrightStar® was named to First Place in the June 2014 Forbes' list, and remained amongst the Top 10 on the June 2015 Forbes' list, for franchises under \$150,000 initial investment. BrightStar® was also selected for the Inc. 500/5000 every year 2010-2015. BrightStar® is the only franchise home care brand to receive the Joint Commission's

Enterprise Champion of Quality Award in 2013, 2014, 2015 and 2016. BrightStar was featured on CBS' Undercover Boss. Shelly also published her first book, *Grow Smart, Risk Less* – a low-capital path to multiplying your business through franchising, where she discusses her journey as an emerging franchisor through amazing growth, lessons learned and game-changing ideas.

JOHN TEZA

CDO, Corner Bakery Café



John Teza is the CDO for Corner Bakery Café. In his role as CDO, John is leading the effort to establish Corner Bakery as the premier concept in the bakery/café segment, with a focus on the company's growth platform, its menu, brand positioning, operations and IT platform. In addition to his role with Corner Bakery, John is very active in the franchise community, serving as a Trustee for the Franchise Education and Research Foundation, an Advisory Board member for the Franchise Leadership & Development Conference and as Chairman of the 2016 Springboard Conference.

GREG VOJNOVIC

Chief Development Officer,
Arby's Restaurant Group



Greg Vojnovic is CDO of Arby's Restaurant Group where he is responsible for franchisee recruitment & sales, franchise development, real estate, construction, design and equipment. Prior to that Greg held the position of CDO at Popeyes Louisiana Kitchen, where he was responsible for franchise development, real estate, construction, design, equipment and recruitment activities. With more than 30 years of experience in restaurant development, he has held leadership positions as VP of Development at Huddle House, been Director of Franchise Development at Maggie Moo's and held development positions at Denny's and Arby's. He also owned the Atlanta-based Bridgetown Grill chain, a Caribbean-themed concept that received Hot Concept of the Year recognition from more than 40 Best of Atlanta awards. Additionally, he is a regular lecturer on franchising and development for the IFA Development Training series, contributes articles and columns to trade journals, frequently participates as an industry expert on conference panels and early in his career was awarded a Gold Medal in the US Chef's Open. He earned a B.S. in Hotel Administration from the Statler School of Hotel Administration at Cornell University and today lives in the Atlanta area. He is an active member of the IFA, a CFE and a board member of the VetFran program.

TOM WOOD

President & CEO,
Floor Coverings International



Tom Wood is CEO and President of Floor Coverings International. He started with the parent organization, FirstService Corp., while still a college student in 1985 and has held several key positions in its various organizations over the past 28 years. After helping found CertaPro Painters, he became President of the Franchise Development Center in 1998. Dedicated to the growth and development of new franchises for several of the brands owned by First-Service, he placed more than 600 franchises for CertaPro Painters, California Closets, Stained Glass Overlay, Paul Davis Restoration, and NutriLawn. In 2005, he became President and CEO of Floor Coverings International.

"I am an emerging franchisor and have attended many conferences over the years but the Franchise Leadership and Development Conference was the most valuable to me, by far. The smaller size created a better environment for networking and fully participating in the breakout sessions. I also appreciated the opportunity to meet with quality suppliers, one of whom I have already engaged."

Michael Barnett,
Co-Founder & CEO,
Romp n' Roll

AGENDA AT A GLANCE

WEDNESDAY OCTOBER 11

9:00AM – 4:00PM **CEO SUMMIT** – Franchise Presidents & CEOs only
Additional Fees Apply

9:00AM – 4:30PM **FRAN-GUARD™** – IFA's Franchise Management and Compliance Program (300 CFE education credits)
Additional fees apply, lunch provided for this session

SMART & SUSTAINABLE GROWTH TRACK

9:00AM – 12:00PM **RIGHT-SIZED FRANCHISEE GROWTH FOR OPTIMUM BRAND DEVELOPMENT**
Open to All - Additional Fees Apply

1:00PM – 4:00PM **FRANCHISE SALES PROCESS DECONSTRUCTED**
Open to All - Additional Fees Apply

MAXIMIZE SALES PERFORMANCE TRACK

9:00AM – 12:00PM **MASTERING SALES FUNDAMENTALS**
Open to All - Additional Fees Apply

1:00PM – 4:00PM **LEAD & NURTURE A SALES TEAM FOR OPTIMUM RESULTS**
(exclusive to leaders of franchise sales teams)
Open to All - Additional Fees Apply

4:30PM – 7:30PM **OPENING NETWORKING RECEPTION IN EXHIBIT HALL**
Exhibits Open

THURSDAY OCTOBER 12

7:45AM – 8:25AM **BREAKFAST** in General Session Foyer

WELCOME

8:30AM – 9:15AM **CHAIRMAN'S MESSAGE** – JEFF STURGIS, VP Franchising
FOCUS Brands

STATE OF FRANCHISING – EDITH WISEMAN, President
FRANdata

9:15AM – 10:15AM **KEYNOTE SPEAKER** - TBA

10:15AM – 10:30AM **BREAK**

10:30AM – 12:15PM **ANNUAL FRANCHISE DEVELOPMENT SURVEY**
 Mystery Shop Scores & Implications

DISCUSSION WITH PANEL OF EXPERTS
 How to Become a STAR Award Winner

12:15PM – 1:55PM **LUNCH IN EXHIBIT HALL**
 Exhibits Open

BREAKOUT SESSIONS	Franchise Sales Basics Track	Brand Strength Track	Lead Generation Track	Sales Leadership Track
2:00PM – 3:10PM	Franchise Prospecting Engaging & Letting Go	Franchisee Exit Strategies & Resales	Target Marketing For Lead Generation	Avoid Litigation in Franchise Development
3:20PM – 4:30PM	Sales Measurements for Success	Market Planning for Optimum Market Penetration	Crafting the Right Message for Your Target Audience	

4:45PM – 6:00PM **BUSINESS SOLUTION ROUNDTABLES CHALLENGE SESSION**
 Overcoming Objectives to Seal the Deal

KEYNOTE SPEAKER — SCOTT STRATTEN,
Author of UnMarketing & UnSelling

7:00PM – 9:00PM **DINNER**
 Presentation of STAR Awards

FRIDAY OCTOBER 13

CLOSING SESSION

9:00AM – 11:00AM **SMART & SUSTAINABLE GROWTH – FRANCHISE DEVELOPMENT PLAN TEMPLATE**
 Setting goals, on-going training, recruitment & budget

FULL AGENDA

WEDNESDAY OCTOBER 11

9:00AM – 4:00PM – **CEO SUMMIT**
Franchise Presidents & CEOs only
Additional Fees Apply

9:00AM – 4:30PM – **FRAN-GUARD™**
IFA's Franchise Sales Management and Compliance Program
(300 CFE education credits)
Additional fees apply, lunch provided for this session.



IFA FRAN-GUARD™ is IFA's Franchise Sales Management and Compliance program. Through this program, we demonstrate the business case for compliance and how a culture of compliance will help you and your staff build a vibrant company while assisting you to protect your system and avoid costly mistakes. This session is especially designed for senior executives to show how you can take proactive steps to reduce risks, manage growth and build a stronger, healthier franchise system.

CONCURRENT OPENING WORKSHOPS

9:00AM – 12:00PM – **SMART & SUSTAINABLE GROWTH TRACK**
Right-Sized Franchisee Growth for Optimum Brand Development
Open to All – Additional fees apply

Does your brand have a smart growth plan or are you growing for the sake of growth? There's a difference. This session will cover the strategies and tactics necessary to build and execute a smart growth plan. We'll discuss everything from effective market planning to right-sized franchisee territories to site selection. This session is a can't-miss if you plan to build a healthy brand on an ongoing basis.

9:00AM – 12:00PM – **MAXIMIZE SALES PERFORMANCE TRACK**
Mastering Sales Fundamentals
Open to All – Additional fees apply

You're never too experienced to refine the basics. Whether you are a new franchise sales person or have been selling for a period of time, this session takes you back to your roots. We'll cover cold calling, conducting a call, qualifying the candidate, FDD prospect review, Discovery Day and closing the deal.

12:00PM – 1:00PM – **LUNCH ON YOUR OWN**

CONCURRENT OPENING WORKSHOPS

1:00PM – 4:00PM – **SMART & SUSTAINABLE GROWTH TRACK**
Franchise Sales Process Deconstructed
Open to All – Additional fees apply

There are a number of elements in the sales process and all are equally important to the success of the sale. Do you cover each of these elements effectively when you are working with a candidate? In this session, we'll re-build your sales process to ensure you're covering each step in the best way. Don't miss the opportunity to learn from some of the most successful, effective sales executives in the industry!

1:00PM –
4:00PM

MAXIMIZE SALES PERFORMANCE TRACK

Lead & Nurture a Sales Team for Optimum Results

Exclusive to Leaders of Franchise Sales Teams – Additional fees apply

Growth in number of units/locations is critical for the long-term growth of any brand. To ensure effective, sustainable growth, you must assemble an A-level team to recruit A-level franchisees; whether you are a new, emerging or mature brand. As the leader of the sales team, your charge is to hire, lead and nurture high-performing sales executives who deliver quality, right-sized deals that meet your objectives. In this session, we'll cover best practices for leading a sales team including setting goals, metrics, compensation and incentives as well as tips for keeping your sales team excited to meet the goals. You won't want to miss this opportunity to participate in this discussion—exclusive to sales team leaders.

4:30PM –
7:30PM

OPENING NETWORKING RECEPTION IN EXHIBIT HALL

Exhibits Open

7:30PM

DINNER ON YOUR OWN

THURSDAY OCTOBER 12

7:45AM –
8:25AM

BREAKFAST in General Session Foyer

8:30AM –
9:15AM

WELCOME – Gary Gardner, *Chairman*, Franchise Update Media

CHAIRMAN'S MESSAGE – Jeff Sturgis, *CDO*, McAlister's Deli

STATE OF FRANCHISING – Edith Wiseman, *President*, FRANdata

9:15AM –
10:15AM

KEYNOTE SPEAKER – TBA

10:15AM –
10:30AM

BREAK

10:30AM –
12:15PM

ANNUAL FRANCHISE DEVELOPMENT SURVEY,

Mystery Shop Scores & Implications

DISCUSSION WITH PANEL OF EXPERTS – How to Become a STAR Award Winner

This panel of experts will discuss key findings in the annual mystery shop report and its importance in the sales process. We'll discuss the process improvements our panelists made that offered the opportunity to win the award for their brand.

12:15PM –
1:55PM

LUNCH IN NETWORKING AREA

Exhibits Open

2:00PM –
4:30PM

BREAKOUT SESSIONS

Four tracks have been developed to provide an educational extension from the Opening Workshops.

2:00PM –
3:10PM

FRANCHISE SALES BASICS TRACK

Franchise Prospecting – Engaging & Letting Go

You get one chance to make a first impression. What you say in the first conversation with a franchise prospect can make or break the deal. How do you build a relationship and walk the candidate through the process to a deal? When and how do you let go if the prospect isn't the right fit for your brand? This panel of seasoned sales executives will discuss the art of the sale.

BRAND STRENGTH TRACK

Franchisee Exit Strategies & Resales

Do you have franchisees who are approaching their renewal date? How do you address a struggling franchisee who really shouldn't be operating in your system? Are there franchisees in your system who are ready to move on? Is a territory buy back an option? This session will address how to help your franchisees determine their exit strategies and the right time to sell.

LEAD GENERATION TRACK

Target Marketing for Lead Generation

You've identified the market, territory and target audience for growth. Now all you need is the right marketing vehicle(s) to attract the prospect. Where do content marketing, digital and traditional media fit in the process? This session will address what's new, different and working to generate leads in target markets.

SALES LEADERSHIP TRACK

Avoid Litigation in Franchise Development

Part of smart, sustainable growth is avoiding litigation in the sales and development process. Each team member who plays a part in the process must be aware of what to say and not to say to a prospect. How do you educate and coach all members of the team, including your executives? Our panel of experts will discuss strategies to mitigate issues as a smart franchisor.

3:20PM –
4:30PM

FRANCHISE SALES BASICS TRACK

Sales Measurements for Success

Benchmarks are critical to the sales process. Which are the most important or are they of equal importance? This panel of pros will discuss the key benchmarks, what they mean and how to achieve them.

BRAND STRENGTH TRACK

Market Planning for Optimum Market Penetration

Effective market planning is a key component of sustainable growth. Each market should be evaluated for the size and number of units and/or territories it can hold. Market evaluation should be conducted early in the growth process to ensure effective market development and right-sized deals are structured for full market penetration.

LEAD GENERATION TRACK

Crafting the Right Message for Your Target Audience

You've determined the target audience and marketing vehicles to reach them. Now all you need is messaging that will resonate with your prospect to generate the lead. How do you get your brand noticed in a new market? This panel of marketing pros will help you understand how to craft effective messaging.

4:45PM –
6:00PM

BUSINESS SOLUTION ROUNDTABLES CHALLENGE SESSION

Overcoming Objectives to Seal the Deal

KEYNOTE SPEAKER – SCOTT STRATTEN, author of *UnMarketing & UnSelling*

7:00PM –
9:00PM

DINNER & PRESENTATION OF STAR AWARDS

FRIDAY OCTOBER 13

9:00AM –
11:00AM

CLOSING SESSION

Smart & Sustainable Growth
Franchise Development Business Plan Template

Over the past two days, we've discussed the vision, strategy and tactics for smart and sustainable growth. Now you need an actionable that clearly communicates your vision. In this work session, you'll learn how to build a Franchise Development Business Plan Template that you can take home and immediately begin to develop your 2018 plan.

This session is a can't-miss event to help you set your development plan for success in the coming year.

"The FLDC was an excellent conference that allowed me to get a bit of a skills tune-up, hear the state of the industry and connect with some of franchising's best leaders. I highly recommend it to any development leader or manager."

Josh Wall, VP Franchise &
Strategic Development,
Christian Brothers
Automotive

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1. Online: franchisedevelopmentconference.com
2. Phone: (800) 289-4232 ext. 202
3. Mail Registration Form. Download from www.franchisedevelopmentconference.com/register and mail with check made payable to:
Franchise Update Media
6489 Camden Ave, Suite 204
San Jose, CA 95120
4. Fax Registration Form with credit card information to: **(408) 402-5788**

REFUND AND SUBSTITUTION POLICY:

Please provide cancellations to Franchise Update Media in writing by September 8, 2017. Your registration fee will be refunded, less a \$100 processing fee. After September 8, 2017, no refunds or credits will be issued. Substitutions may be made at any time.

Group discounts ARE available, for Early Bird and Regular Rates only:

Call (800) 289-4232 ext. 202

RATES

MAIN CONFERENCE	PREFERRED RATE (exp. 6/30)	EARLY BIRD RATE (exp. 9/1)	REGULAR RATE
*Main Conference Registration required in order to attend workshops	\$795	\$895	\$995

MAIN CONFERENCE INCLUDES

Wednesday, October 11	Evening Welcome Reception
Thursday, October 12	Breakfast, Keynotes, All Sessions, Star Awards Dinner
Friday, October 13	Breakfast and Morning Sessions

*Only Franchisors are eligible to register for this conference. If you are a supplier interested in sponsoring, please call 800-289-4232, ext. 202

WORKSHOPS	PREFERRED RATE (exp. 6/30)	EARLY BIRD RATE (exp. 9/1)	REGULAR RATE
Wednesday, September 28			
Fran-Guard™ (Additional Fees Apply – lunch is included) 300 CFE Credits for this session, 9:00am - 4:30pm	\$550	\$550	\$550
Franchise CEO Summit (Additional Fees Apply – lunch is included) Franchisor Presidents & CEO's Only	FREE	\$300	\$600
Right-Sized Franchisee Growth for Optimum Brand Development (Additional Fees Apply – Open to all) 9:00am - 12:00pm	FREE	\$150	\$300
Mastering Sales Fundamentals (Additional Fees Apply – Open to all) 9:00am - 12:00pm	FREE	\$150	\$300
Franchise Sales Process Deconstructed (Additional Fees Apply – Open to all) 1:00pm - 4:00pm	FREE	\$150	\$300
Lead & Nurture a Sales Team for Optimum Results (Additional Fees Apply – Senior Executives & Sales Managers Only - No Suppliers) 1:00pm - 4:00pm	FREE	\$150	\$300

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Franchise Update MEDIA

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VENUE

The 2017 Franchise Leadership & Development Conference will return to Atlanta at the InterContinental Buckhead Hotel to continue the tradition of inspiring growth leaders in a convenient, comfortable atmosphere.

INTERCONTINENTAL BUCKHEAD HOTEL

3315 Peachtree Road NE, Atlanta, GA 30326
404-946-9191 or 877-422-8254

HOTEL RESERVATIONS

For the best rate, please call to book your room as soon as possible. Identify yourself as part of the Franchise Leadership & Development Conference to get the special rate. A limited number of rooms have been set-aside for conference attendees. This rate expires on Friday September 18, 2017 or when the room block is full.

OUR SPECIAL NIGHTLY RATES

Single/Double \$205.00

*Please note we do NOT work with third party agency room brokers. If you are contacted by them, do not use their services to book your room



FRANCHISE LEADERSHIP & DEVELOPMENT CONFERENCE

INTERCONTINENTAL BUCKHEAD HOTEL, ATLANTA, GA | OCTOBER 11-13, 2017



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