

SCHEDULE

AT-A-GLANCE

#IFA2017

CONVENTION

JANUARY 29-FEBRUARY 1 | MANDALAY BAY | LAS VEGAS, NV

Sunday

January 29

7:00 am – 7:30 pm	Registration Islander Ballroom D + E + I
7:30 am – 9:00 am	Finance Committee Captain's Boardroom
8:00 am – 5:00 pm	Speaker Ready Room/Press Office Shell Seekers B
8:00 am – 5:00 pm	International Lounge Shell Seekers A
8:00 am – 5:00 pm	Exhibitor Move-In Shoreline Exhibit Hall
8:00 am – 10:00 am	VetFran Committee South Pacific Ballroom D
8:00 am – 10:00 am	Diversity Institute Advisory Board Magellan Boardroom
8:00 am – 10:00 am	Membership Committee Islander Ballroom F
8:00 am – 10:00 am	Legal Legislative Committee South Pacific Ballroom J
8:00 am – 10:00 am	Marketing & Technology Committee Islander Ballroom A
8:30 am – 10:30 am	Women's Franchise Committee Islander Ballroom B
9:00 am – 12:00 pm	NextGen in Franchising Accelerator Session* Tropics A-B
9:00 am – 5:00 pm	ICFE Special Sessions*
•	Profit Mastery: Charting a Course for the Future Part II Tradewinds A-B
•	IFA FRAN-GUARD™ Tradewinds C
•	Create a Culture of Extraordinary Productivity Tradewinds D
•	FranTogether Tradewinds E-F
10:00 am – 12:00 pm	Franchise Relations Committee Islander Ballroom C

10:00 am - 12:00 pm	Franchising in the Social Sector Task Force Islander Ballroom G
10:00 am - 12:00 pm	IFA Executive Committee Meeting Mariners A
11:30 am – 1:30 pm	ICFE Special Sessions Lunch* South Pacific Ballroom F
11:30 am – 5:45 pm	Annual Leadership Conference* South Pacific Ballroom E + A-C
12:00 pm – 1:00 pm	IFA Board of Directors' Luncheon Mariners B
1:00 pm – 5:00 pm	IFA Board of Directors' Meeting Islander Ballroom H
1:00 pm – 4:30 pm	NextGen in Franchising Accelerator Session* Tropics A-B
3:00 pm – 4:00 pm	Supplier Forum Orientation South Pacific Ballroom J
4:30 pm – 5:30 pm	New Member Orientation (by invitation only) South Pacific Ballroom G-I
5:00 pm – 6:15 pm	Past Chairmen's Council Mariners A
5:30 pm – 6:30 pm	New Member & First-Time Attendee Reception (by invitation only) Islander Ballroom A-B + F-G
6:30 pm – 8:00 pm	The Buzz (Opening Reception) South Pacific Ballroom A-F
<i>* Separate registration and/or fee required.</i>	

Monday

January 30

7:00 am – 7:00 pm	Registration Islander Ballroom D + E + I
7:00 am – 7:30 am	Supplier Forum Executive Committee Captain's Boardroom
7:15 am – 8:45 am	Prayer Breakfast* Islander Ballroom A + F
7:30 am – 9:00 am	Supplier Forum Advisory Board & Membership Meeting Tropics A-B
8:00 am – 5:00 pm	Speaker Ready Room/Press Office Shell Seekers B
8:00 am – 5:00 pm	International Lounge Shell Seekers A
8:00 am – 3:00 pm	Exhibitor Move-In Shoreline Exhibit Hall
9:00 am – 12:00 pm	26th Annual Elements of Successful Franchising Tradewinds D + F
9:00 am – 12:00 pm	Digital Marketing & Technology Summit South Pacific Ballroom E
9:00 am – 12:00 pm	Financial Summit Mariners A-B

9:00 am – 12:00 pm	Franchise Development/Sales Summit South Pacific Ballroom G-I
9:00 am – 12:00 pm	Franchise Relations Summit South Pacific Ballroom D + F
9:00 am – 12:00 pm	International Summit – Track One South Pacific Ballroom C
9:00 am – 12:00 pm	International Summit – Track Two South Pacific Ballroom J
9:00 am – 12:00 pm	Joint Employer Issues Summit Tradewinds A-C
9:00 am – 12:00 pm	NextGen FranShark Islander Ballroom H
9:00 am – 12:00 pm	Operations Summit South Pacific Ballroom A-B

10:30 am – 12:00 pm	Game Changer Mini Super Sessions
1.	Franchising at the Speed of Trust – Tools to Leverage and Operationalize the One Thing that Changes Everything Islander Ballroom B
2.	On Fire at Any Age: How to Ignite Passion and Fuel Performance throughout Your Multi-Generational Workforce Islander Ballroom C
3.	Create an Amazing Customer Service Experience: What You Need to Know. What Your Customers Want Islander Ballroom G
11:30 am – 12:30 pm	FranPAC VIP Reception* Oceanside Ballroom E
12:30 pm – 2:30 pm	Opening General Session & Luncheon (Doors Open at 12:00 noon) Oceanside Ballroom

2:45 pm – 4:15 pm	CONCURRENT SESSIONS
•	Game Changing Emerging Brand Recruitment Strategies Mariners A-B
•	Labor Issues & Unit Economics: Learning From Across Borders Tradewinds A-B
•	Best Practices for Starting or Re-Inventing a Franchisee Advisory Council Tradewinds C
•	Marketing to Millennials—Yes, It's Possible Tradewinds D
•	Social Media—Today's Secret Sauce for Telling Your Franchise Story Tradewinds E-F
•	Steps and Cost to Build, Launch and Manage a Growing Franchise Brand Islander Ballroom A
•	Building and Leveraging Positive Relationships with Brand Support Staff Islander Ballroom B
•	Innovative Ideas that Break the Mold Islander Ballroom C
•	Franchise Resales Are Booming—Do You Have a Plan for Your Brand? Islander Ballroom F
•	The Franchise Operations Challenge: Best Practices for Helping Your Franchisees to Significantly Improve Their Performance Islander Ballroom G
•	How Do We Adjust Our Support Systems to Recognize the Needs of an Individual Franchisee vs a Multi-Unit Franchisee? Islander Ballroom H

Monday continued...

- **The Role of Private Equity in Franchising: What You Need to Know**
South Pacific Ballroom A
- **Franchisor C-Suite Forum: It's What You Learn After You Know it All That Counts**
South Pacific Ballroom B
- **Aligning Marketing, Staff Recruitment and Growth: Key HR Priorities for Franchises**
South Pacific Ballroom C
- **@OurFranchise Campaign—Telling the Real Story of Your Business for Success**
South Pacific Ballroom D
- **Building an Effective Training Program for Your Franchise**
South Pacific Ballroom E
- **Are Struggling Franchisees Jeopardizing Your Franchise System? What You Can Do to Help Them!**
South Pacific Ballroom F
- **Franchisees: What does the NLRB Mean to You?**
South Pacific Ballroom G

4:30 pm – 5:30 pm **CFE Graduates Celebration (by invitation only)**
Oceanside Ballroom E

4:30 pm – 6:00 pm **Franchisor Forum**
Tropics A-B

4:30 pm – 6:30 pm **International Committee**
South Pacific Ballroom H-I

4:30 pm – 8:00 pm **Chairman's Reception with Exhibitors**
Shoreline Exhibit Hall

8:00 pm – 9:30 pm **International Reception**
Seabreeze Restaurant

* Separate registration and/or fee required.

Tuesday January 31

7:00 am – 6:00 pm **Registration**
Islander Ballroom D + E + I

8:00 am – 5:00 pm **Speaker Ready Room/Press Office**
Shell Seekers B

8:00 am – 5:00 pm **International Lounge**
Shell Seekers A

8:00 am – 10:00 am **Super Session with Continental Breakfast (Doors open at 7:30 am)**
Oceanside Ballroom

10:15 am – 11:45 am CONCURRENT SESSIONS

- **Your Business is My Business: The Case for Effective Standards Enforcement**
Mariners A-B
- **International Franchising Focus: Europe and Latin America**
Tradewinds A-B
- **Promoting Veteran-Owned Franchises**
Tradewinds C
- **Hottest Trends in Video Marketing**
Tradewinds D

- **New Markets Mini-Summit: Are You Poised to Ride the Latino Boom Wave into the Future?**
Tradewinds E-F
- **Presenting Financial Performance Representations to Prospective Franchisees—Maximizing the Effectiveness of Your Presentation and Complying with New Rules**
Islander Ballroom A
- **Innovative Ideas that Break the Mold**
Islander Ballroom B
- **Profit Management Workshop**
Islander Ballroom C
- **How to Be Big with a Little Budget: Bridging the Gap Between a Startup and a Successful Franchise**
Islander Ballroom F
- **Are Struggling Franchisees Jeopardizing Your Franchise System? What You Can Do to Help Them!**
Islander Ballroom G
- **Provide Your Prospects with an Amazing Candidate Experience**
Islander Ballroom H
- **How Multi-Unit and Multi-Brand Franchisees Select New Brands (and the Top 5 Deal Killers)**
South Pacific Ballroom A
- **How is the NLRB Affecting Training and Operations?**
South Pacific Ballroom B
- **How Do We Adjust Our Support Systems to Recognize the Needs of an Individual Franchisee vs. a Multi-Unit Franchisee?**
South Pacific Ballroom C
- **Maximizing Enterprise Value: Strategies Franchisors Can Implement to Attract Higher Valuations in the Sales Process**
South Pacific Ballroom D
- **Unit Level Economics (Driving Profitability by Measuring and Maximizing the Performance of Your Business.)**
South Pacific Ballroom E
- **Game Changing Emerging Brand Recruitment Strategies**
South Pacific Ballroom F
- **Franchising and Multiple Bottom Lines**
South Pacific Ballroom G
- **The New Administration and What You Can Expect**
South Pacific Ballroom J

11:00 am – 5:00 pm **2018 Booth Selection (by appointment)**
Shoreline Exhibit Hall — near service desk

12:00 pm – 2:30 pm **Networking Lunch with Exhibitors**
Shoreline Exhibit Hall

12:30 pm – 2:30 pm **Franchisee Forum**
South Pacific Ballroom H

1:00 pm – 2:30 pm **Educational Foundation Board of Trustees & Strategic Planning**
South Pacific Ballroom I

1:15 pm – 2:15 pm **International Delegations Networking Event**
Tradewinds C

2:30 pm – 5:00 pm **Exhibit Hall Open for Optional Visits/Appointments**
Shoreline Exhibit Hall

2:45 pm – 4:45 pm **Business Solution Roundtables**
Oceanside Ballroom

5:00 pm – 7:00 pm **Reception with Exhibitors**
Shoreline Exhibit Hall

7:00 pm – 10:00 pm **Exhibitor Move-Out**
Shoreline Exhibit Hall

8:00 pm – 10:30 pm **The Bash**
LIGHT Nightclub

Wednesday February 1

7:30 am – 12:00 pm **Registration**
Islander Ballroom D + E + I

8:00 am – 1:00 pm **Speaker Ready Room/Press Office**
Shell Seekers B

8:00 am – 11:00 am **Exhibitor Move-Out**
Shoreline Exhibit Hall

8:30 am – 10:00 am **ICFE Board Meeting**
South Pacific Ballroom I

8:30 am – 10:15 am **Business Solution Roundtables with Continental Breakfast (breakfast available at 8:00 am)**
South Pacific Ballroom E-F

11:00 am – 1:00 pm **Closing General Session with Brunch (Doors open at 10:30 am)**
Oceanside Ballroom

1:30 pm – 4:30 pm **Emerging Franchisor Bootcamp***
South Pacific Ballroom H-I

* Separate registration and/or fee required.

STAY CONNECTED

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Franchise **Action** Network
A Strategic Initiative of the International Franchise Association

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