



International Franchise Association Annual Convention 2014

2/22/2014 - 2/25/2014

Sponsorship

Presented by: GPM's Franchise & Distribution Practice Group

IFA's Annual Convention is the premier event in Franchising. World-class speakers, franchise experts, development and networking opportunities such as the ICFE Special Sessions, Annual Leadership Conference, Taste of Franchising and Franchising Gives Back await you. An exhibit hall will showcase the latest products and services of nearly 300 companies. What are you waiting for?

Saturday, February 22

Annual Leadership Conference: Digging Deeper: Mining for the Leader Within

11:30 a.m. - 2:00 p.m.

Facilitator: Liz Dillon, CFE, Principal

Concurrent ICFE Special Session: Ignite Brand Growth by Integrating Social Media Into Your Overall Marketing Strategy

8:30 a.m. - 5:30 p.m.

Speaker: Danell Olson Caron, Principal and Mark Kirsch, CFE, Principal

Sunday, February 23

International: Setting Fees, Developing Schedules, Enforcement Agreements and Preparing for Changes with Master Franchise Agreements

9:00 a.m. - 12:00 noon and 2:45 - 4:15 p.m.

Moderator: Carl Zwisler, Principal

Monday, February 24

Business Solution Roundtables: Creative Financial Performance Representations

2:45 - 4:45 p.m.

Facilitator: Mark Kirsch, CFE, Principal



Tuesday, February 25

Business Solutions Roundtables: Evaluating and Learning from Franchise Terminations

10:15 - 11:45 a.m.

Facilitator: Maisa Jean Frank, Associate

Don't forget to visit us at booth #734!

Location:

New Orleans Convention Center, 900 Convention Center Blvd, New Orleans, LA 70130