



# Webinar Series: Increasing Diversity in Franchise Systems

February 8, 2022

Presented via live webinar.

[View Recording](#)

[View Materials](#)

**Mark Kirsch**, a franchise attorney and partner at Lathrop GPM will moderate a discussion with franchising executives on "**Increasing Diversity in Franchise Systems.**"

They will discuss:

- Recruitment and retention of diverse franchisees
- Creating a diverse franchisor organization
- Developing diversity initiatives for emerging franchisors as well as mature systems

**Panelists Include:**

---

## More About Increasing Diversity in Franchising

*Increasing Diversity in Franchising* is a virtual educational speaker series designed to increase ownership in franchising by underrepresented racial and ethnic groups - as both franchisees and franchisors. Lathrop GPM's franchise and distribution professionals are passionate about the industry and believe encouraging and educating potential franchisees and franchisors from diverse communities will help them to capitalize on business opportunities they may not otherwise explore.



**Co-Sponsor:**

**Questions?** Contact [events@lathropgpm.com](mailto:events@lathropgpm.com).