



Webinar Series: Franchising: What it Means for Business Owners and for Brand Owners

June 15, 2022

Presented via Zoom webinar.

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Join us for the next webinar in our *Increasing Diversity in Franchising* series. Lathrop GPM partner and leader of the firm's Franchise & Distribution practice group, **Liz Dillon**, will moderate a discussion on the franchise business model, the path to becoming a franchisee, and franchising your business.

Speakers:

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.

Lathrop GPM's franchise and distribution practice group serves franchisors and master franchisees at all stages of development in markets across the world.