





















## Extensive seminar programme

Regardless of where you are on your franchising journey, the extensive programme of seminars and workshops will provide essential guidance to help you make a success of your new venture.



Friday 22 June			
	Seminar Theatre 1	Seminar Theatre 2	Seminar Theatre 3
10:00 ▼ 11:00			
11:00 ▼ 12:00	 <b>BFA</b> <b>10:45 – 11:45</b> An introduction to franchising bfa	 <b>FYB</b> <b>10:30 – 11:15</b> How to franchise your business successfully and effectively Ashtons Franchise Consulting	 <b>EF</b> <b>11:00 – 11:30</b> 5 steps to finding your perfect franchise Jackson Fire & Security
12:00 ▼ 13:00	 <b>BFA</b> <b>12:00 – 13:00</b> Essential tips for franchising your business bfa	 <b>GYB</b> <b>11:30 – 12:00</b> 10 ways to use twitter for massive social media success Altrincham HQ	 <b>EF</b> <b>11:45 – 12:15</b> How to choose the right franchise for you Expense Reduction Analysts
13:00 ▼ 14:00	 <b>GYB</b> <b>13:15 – 13:45</b> Business borrowing made easy Franchise Finance	 <b>GYB</b> <b>12:15 – 12:45</b> Are you making the 3 most common sales mistakes? The Sales Rainmaker	 <b>EF</b> <b>12:30 – 13:00</b> Make a difference in the lives of children – the Tutor Doctor way Tutor Doctor
14:00 ▼ 15:00	   <b>RFS</b> <b>14:00 – 14:30</b> Real Franchise Stories	 <b>GYB</b> <b>13:00 – 13:30</b> Because being in business should give you more life! ActionCOACH	 <b>EF</b> <b>13:15 – 13:45</b> Stepping into franchising – what support to expect from your franchisor Fitness Space
15:00 ▼ 16:00	 <b>BFA</b> <b>14:45 – 15:45</b> Essential tips for investing in a franchise bfa	 <b>GYB</b> <b>13:45 – 14:15</b> <b>KEYNOTE:</b> Causing a stir: standing out in a crowded industry Karina Jadhav, Ménagerie Restaurant & Bar	 <b>EF</b> <b>14:00 – 14:30</b> Why some franchise owners fail, but others make £1million per year ActionCOACH
		 <b>GYB</b> <b>14:30 – 15:00</b> SEO: search engine marketing 101 Big Cat	 <b>EF</b> <b>14:45 – 15:15</b> Franchising your business – what you need to know and the next steps to take Franchise Intelligence
		 <b>FYB</b> <b>15:15 – 16:00</b> Essential tips for franchising your business Ashtons Franchise Consulting	

Key



bfa Franchising Seminars

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Executives in franchising


# Timetable

Event sponsor:

Fitness  
Space

## Saturday 23 June

	Seminar Theatre 1	Seminar Theatre 2	Seminar Theatre 3
10:00 ▼ 11:00	 <b>10:30 – 11:30</b> What to consider when choosing a franchise bfa 	 <b>10:30 – 11:15</b> Is my business franchisable? The 12 golden rules Ashtons Franchise Consulting 	
11:00 ▼ 12:00			 <b>11:00 – 11:30</b> Why some franchise owners fail, but others make £1million per year ActionCOACH 
12:00 ▼ 13:00	 <b>11:45 – 12:45</b> Expanding your business through franchising bfa 	 <b>11:30 – 12:00</b> Public relations – tips to boost your brand Cicero Group 	 <b>11:45 – 12:15</b> 5 steps to finding your perfect franchise Jackson Fire & Security 
13:00 ▼ 14:00	   <b>13:00 – 13:30</b> Real Franchise Stories 	 <b>13:00 – 13:30</b> <b>KEYNOTE: 8 tips to success</b> Lisa Tse MBE & Helen Tse MBE, Sweet Mandarin Sauces 	 <b>13:15 – 13:45</b> The Frank Partnership 
14:00 ▼ 15:00	 <b>14:00 – 14:30</b> Business borrowing made easy Franchise Finance 	 <b>13:45 – 14:15</b> Because being in business should give you more life! ActionCOACH 	 <b>14:00 – 14:30</b> <b>KEYNOTE:</b> White space for franchise growth in food & beverage Judd Williams, Boparan Restaurant Group 
15:00 ▼ 16:00	 <b>14:45 – 15:45</b> Making franchising your future bfa 	 <b>14:45 – 15:30</b> Franchising your business – the financial elements Ashtons Franchise Consulting 	 <b>14:45 – 15:15</b> How to choose the right franchise for you Expense Reduction Analysts 

 Growing Your Own  
Business workshops  
and seminars

 Franchising your business

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 Real Franchise Stories