
























## Extensive seminar programme

Whether you're considering investing in a franchise or looking to franchise your existing business, these free seminars will offer essential advice on how to make a success of your new venture



### Friday 16 June

	Seminar Theatre 1	Seminar Theatre 2	Seminar Theatre 3	Seminar Theatre 4
10:00 ▼ 11:00		 <b>10:30 – 11:15</b> <b>FYB</b> <b>How to successfully franchise your business</b> Tony Urwin, Ashtons Franchise Consulting	 <b>10:45 – 12:00</b> <b>MCD</b> <b>McDonald's Insight Sessions</b> McDonald's	
11:00 ▼ 12:00	 <b>10:45 – 11:45</b> <b>BFA</b> <b>An introduction to franchising</b> David Kerrigan, HSBC (bank); Colin Miller, DWF (solicitor); Glenn Ackroyd, EweMove (franchisor) Samantha Roberts, bfa (chair)	 <b>11:30 – 12:00</b> <b>GYB</b> <b>Marketing masterclass – how to generate more sales</b> Adrian Marks, enjoy! Marketing		 <b>11:00 – 11:30</b> <b>EF</b> <b>How to leverage your skills for success</b> Chris Allison, Auditel
12:00 ▼ 13:00	 <b>12:00 – 13:00</b> <b>BFA</b> <b>Essential tips for franchising your business</b> Nick Williams, Ashtons Franchise Consulting (consultant); Gordon Drakes, Fieldfisher (solicitor); Alex Waite, Dream Doors (franchisor) Emily Price, bfa (chair)	 <b>12:15 – 12:45</b> <b>HOF</b> <b>17 startling things that super successful franchise owners do</b> Glenn Ackroyd, EweMove	 <b>12:15 – 12:45</b> <b>HI</b> <b>Maximise your returns with a high-level investment</b>	 <b>11:45 – 12:15</b> <b>EF</b> <b>Why some franchise owners fail but others make £1million</b> Jon Asquith, ActionCOACH
13:00 ▼ 14:00	 <b>13:15 – 13:45</b> <b>GYB</b> <b>Borrowing money – tips and hints</b> Donna King, Franchise Finance	 <b>13:00 – 13:30</b> <b>GYB</b> <b>Making your business work so you don't have to</b> Jon Asquith, ActionCOACH	 <b>13:00 – 13:30</b> <b>HI</b> <b>Earn £50k-£150k per annum from your property portfolio</b> Paul Watson, Platinum Property Partners	 <b>13:15 – 13:45</b> <b>HI</b> <b>100 clubs and growing</b> Richard North, Anytime Fitness
14:00 ▼ 15:00	 <b>14:00 – 14:30</b> <b>RFS</b> <b>Real Franchise Stories</b>	 <b>13:45 – 14:15</b> <b>GYB</b> <b>Get noticed – 10 ways to kick it off</b> Myriam Khan, Tangerine PR	 <b>13:45 – 14:15</b> <b>GYB</b> <b>KEYNOTE: McDonald's: a progressive burger company</b> Abel Campos, McDonald's	 <b>14:00 – 14:30</b> <b>EF</b> <b>5 steps to finding your perfect franchise</b> Jeff Williams, Jackson Fire and Security
15:00 ▼ 16:00	 <b>15:00 – 16:00</b> <b>BFA</b> <b>Essential tips for investing in a franchise</b> Suki Dehal, Lloyds Bank (bank); Iain Bowler, DLA Piper (solicitor); Steve Watson, Agency Express (franchisor) Helen Thompson, bfa (chair)	 <b>14:30 – 15:00</b> <b>GYB</b> <b>20 sales insights in 20 minutes</b> Jeremy Jacobs, The Sales Rainmaker	 <b>14:30 – 15:45</b> <b>MCD</b> <b>McDonald's Insight Sessions</b> McDonald's	 <b>14:45 – 15:15</b> <b>EF</b> <b>How to choose the right franchise for you</b> Matt O'Neil, Expense Reduction Analysts
		 <b>15:15 – 16:00</b> <b>FYB</b> <b>Franchising your business: the financial elements</b> Nick Williams, Ashtons Franchise Consulting		 <b>15:30 – 16:00</b> <b>FYB</b> <b>How to franchise your business</b> Clive Smith, Franchise Intelligence

### Key



**bfa Franchising Seminars**

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# Timetable

Event sponsor:



## Saturday 17 June

	Seminar Theatre 1	Seminar Theatre 2	Seminar Theatre 3	Seminar Theatre 4
10:00 ▼ 11:00	<b>10:30 – 11:30</b> <b>BFA</b> <b>What to consider when choosing a franchise</b> James Kind, NatWest (bank); Susan Hall, Clarke Wilmott (solicitor); Chris Allison, Auditel (franchisor) Helen Thompson, bfa (chair)	<b>10:30 – 11:15</b> <b>FYB</b> <b>How to successfully franchise your business</b> Nick Williams, Ashtons Franchise Consulting		
11:00 ▼ 12:00	<b>11:45 – 12:45</b> <b>BFA</b> <b>Expanding your business through franchising</b> Brian Duckett, The Franchising Centre (consultant); Gurmeet Jakhu, Knights (solicitor); Jon Asquith, ActionCOACH (franchisor) Emily Price, bfa (chair)	<b>11:30 – 12:00</b> <b>GYB</b> <b>10 ways to use Twitter for massive social media success</b> Alex McCann, Altrincham HQ	<b>11:00 – 12:15</b> <b>MCD</b> <b>McDonald's Insight Sessions</b> McDonald's	<b>11:00 – 11:30</b> <b>EF</b> <b>5 steps to finding your perfect franchise</b> Jeff Williams, Jackson Fire and Security
12:00 ▼ 13:00	<b>13:00 – 13:30</b> <b>RFS</b> <b>Real Franchise Stories</b> 	<b>12:15 – 12:45</b> <b>GYB</b> <b>Making your business work so you don't have to</b> James Vincent, ActionCOACH	<b>12:30 – 13:00</b> <b>HI</b> <b>Maximise your returns with a high-level investment</b>	<b>11:45 – 12:15</b> <b>EF</b> <b>Why some franchise owners fail but others make £1million</b> James Vincent, ActionCOACH
13:00 ▼ 14:00	<b>14:00 – 14:30</b> <b>GYB</b> <b>Borrowing money – tips and hints</b> Donna King, Franchise Finance	<b>13:00 – 13:30</b> <b>GYB</b> <b>KEYNOTE: Building brands to shift industries</b> Linzi Boyd, The BoB Group	<b>13:15 – 13:45</b> <b>HI</b> <b>Earn £50k-£150k per annum from your property portfolio</b> Paul Watson, Platinum Property Partners	<b>12:30 – 13:00</b> <b>EF</b> <b>Supplementary education – an exploding business opportunity</b> Fiona Price, Tutor Doctor
14:00 ▼ 15:00	<b>14:45 – 15:45</b> <b>BFA</b> <b>Making franchising your future</b> James Kind, NatWest (bank); Clive Nelfield, Hill Dickinson (solicitor); Matt O'Neil, Expense Reduction Analysts (franchisor) Samantha Roberts, bfa (chair)	<b>13:45 – 14:15</b> <b>HOF</b> <b>17 startling things that super successful franchise owners do</b> Glenn Ackroyd, EweMove	<b>14:00 – 15:15</b> <b>MCD</b> <b>McDonald's Insight Sessions</b> McDonald's	<b>14:00 – 14:30</b> <b>EF</b> <b>How to choose the right franchise for you</b> Matt O'Neil, Expense Reduction Analysts
15:00 ▼ 16:00		<b>14:30 – 15:00</b> <b>GYB</b> <b>Creating a profitable franchise by delivering an amazing customer experience</b> Craig McVoy, Beyond Brand		<b>14:45 – 15:15</b> <b>EF</b> <b>How to leverage your skills for success</b> Chris Allison, Auditel
		<b>15:10 – 15:55</b> <b>FYB</b> <b>Creating a genuine business format franchise</b> Tony Urwin, Ashtons Franchise Consulting		

**GYB**

**Growing Your Own Business workshops and seminars**

**MCD**

**McDonald's Insight Sessions**

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