**AGENDA**

*All educational sessions will occur on the campus of Palm Beach Atlantic University in Weyenberg Center, 2nd floor of the Lassiter Student Center,*

 *901 S. Olive Ave, West Palm Beach*

*The Networking Party, January 23, 6:00 to 8:00 pm, Lost Weekend, 526 Clematis St.,*

*West Palm Beach, FL 33401.*

***JANUARY 23***

**7:30 a.m. Registration & Breakfast in Weyenberg Center**

**8:30 a.m. Morning Keynote: John T. Hewitt, CEO, Loyalty Brands, Inc.**

**What You Need to Focus on to Achieve Success in Franchising**

**9:30 a.m. Who & How? Who’s Your Ideal Franchise Candidate & How Do You Find Them?**

**Moderator:** Natalie Nutter, CEO & Founder, 5th Avenue Leads

**Panelists:** Madalina Iordache, CEO, Bright Pink Agency; Thomas Scott, Founder, Home Run Franchising; and Renée Boudakian, CFE, CEO, Rubicon Franchise Partners

**10:30 a.m. Coffee Break**

**10:45 a.m. Great News: You’ve Got Franchise Leads! *Now What Do You Do with Them?***

**Moderator:** Alesia Visconti, CEO, FranServe, Inc.

**Panelists:** Joan Winchester, Sr. VP Franchise Expansion, FranServe; Dan Claps, CEO, Voda Cleaning & Restoration; and Matt Genova, Business Consultant, Naturals2go

**11:45 a.m. Lunch in Weyenberg Center**

**12:45 p.m. Afternoon Keynote: Scott Abbott, MBA, CEO, Five Star Franchising**

**Building a Franchisor Platform with Franchise Development at the Foundation**

**1:45 p.m. In House, Out of House, or Hybrid Franchise Sales Teams. What’s Best for Your Brand? And Your Wallet?**

**Moderator:** Dan Collins, CFE, Founder, Franchisee First Franchising

**Panelists:** Brad Stevenson, Chief Development Officer, Neighborly; Hao Lam, Chairman & CEO, Best in Class Education Center; Kelsey Stuart, Co-Founder & CEO, Bloomin’ Blinds; and Mike Pollock, Founder & CEO, FranLift

**2:45 p.m. *Franchisee Success Unveiled:  Types of Funding, Challenges & Considerations, Best Practices***

**Moderator:** Shay Kleinschmidt, VP of Lending, FranFund, Inc.

**Panelists:** Tim Evankovich, CEO of Oasis Senior Advisors; Tommy Dawson, VP, SBA Business Development Officer at Huntington Bank; and Stephanie Knapp: Lead Senior Lending Specialist, FranFund.

**3:45 p.m. Coffee Break**

**4:00 p.m. AI Will Help You Sell More Franchises And Help Your Franchisees Succeed Faster**

**Moderator:** Andrew Beckman, Founder, Location3Media

**Panelists:** April Porter, Founder, Secretsos; Patti Rother, CFE, President, Stay in Your Lane; and Clarissa Windham-Bradstock, CFE, CEO and CPO, Any Lab Test Now

**6:00 to 8:00 p.m. Networking Party at Lost Weekend, 526 Clematis St., West Palm Beach**

***JANUARY 24***

**8:00 a.m. Networking Breakfast in Weyenberg Center**

**9:00 a.m. Morning Keynote: Mary Kennedy Thompson, CFE, CEO, BNI**

**Whistling in the Dark: Leading Through Change, Disruption, and Opportunity**

**10:00 a.m. Coffee Break**

**10:15 a.m. *Here’s How You’ll Close More Sales This Year and Every Year***

**Moderator:** Jack Johnson, Founder & CEO, The Franchise Insiders

**Panelists:** Rob Cantrell, EVP Franchise Development, Senior Helpers; Kimber Montgomery, VP Franchise Development, ResiBrands; Dan Rowe, Founder & CEO, Fransmart; and Jill Johnson, President, The Franchise Insiders

**11:15 a.m. Single Unit? Multi-Unit? What’s Best for Your Brand?**

**Moderator:** John Brice, U.S. Franchise Development Manager, BBSI
**Panelists:** Tipton Shonkwiler, President, Accurate Franchising; Sal Majzoub, Master Franchisee, Transworld Business Advisors; Paul Russo, CEO, NYPD Pizzeria; Steven Turner, Chief Operating Officer, Griswold Home Care

**12:15 p.m. Lunch in Weyenberg Center**

**1:30 p.m. Afternoon Keynote: Ray Titus, Founder & CEO, United Franchise Group**

**The Recipe for a Successful Discovery Day**

**2:30 pm Coffee Break**

**2:45 pm Telling Franchise Stories That Lead to More Franchise Sales**

**Moderator:** Jack Monson, President, Brand J

**Panelists:** Toni Harris Taylor, Networking Expert, Drastic Results Marketing & Sales Coaching; Tariq Johnson, CEO & Founder, Franchise Empire; and Joseph Mohay, President Franchise Division, Ignite Visibility

**3:45 p.m. Roundtables** Choose *two roundtables. Each roundtable will last for 45 minutes. Once the first roundtable concludes, switch to another table that interests you!*

1. Master the Show Up, Be Up, Follow Up Networking Formula to Attract More Franchisees! Toni Harris Taylor, Network in Action Global Partners
2. The 5 Laws of Successful Franchise Development Websites. Madalina Iordache, CFE, President & CEO, Bright Pink Agency
3. How to leverage social media for better franchisee lead generation. Kelsey Stuart, Co-Founder, Bloomin’ Blinds
4. Video Storytelling: Effective Lead Generation. Dan Wiley, Director, Video Production, Brand J
5. Creating A Solid Emerging Franchisor Foundation. Tipton Shonkwiler, CFE,President, Accurate Franchising, Inc
6. Using the FDD to Build Trust. Warren Lewis, Chair, Franchise & Licensing Practice Group, Akerman, LLP
7. Using Tone and Emotional Questioning to Understand Your Potential Candidate and Motivate Them Towards a Purchase. Dan Collins, CFE, Founder, Franchisee First Franchising
8. From Leads to Franchisees: Mastering the Art of Organic Growth, Faizun Kamal, CEO, The Franchise Pros
9. Weaponizing Your FDD: From Disclosure Document to Deal-Closer. Keith Gerson, Founder & CEO, Gerson Advisory Services.
10. Build Your Brand by Building Your Bench . . . Strategies, Tactics and Best Practices to Get, Retain and Grow Your Team. John Brice, U.S. Franchise Development Manager, BBSI.

**End of Summit**