

FRANCHISORS.COM
PRESENTS

SPRINGBOARD

PHILLY FRAN PRIX

EVENT FOR **EMERGING** &
(RE)EMERGING FRANCHISORS

WEDNESDAY, SEPTEMBER 18TH

3-5PM Registration

3-5PM Trouble in the Pit: How To Overcome Legal Issues Within Your Brand

6-9PM Night Party @ Victory Brewing



Thursday, September 19th:

7-8AM Breakfast

8-8:45AM Welcome To Springboard

8:45-9:30AM

The Rise Of A Donut Empire With The Original Dunkin'

Sid Feltenstein, Former CMO of Dunkin'

Bob Rosenberg, Former CEO of Dunkin'

9:45-10:45AM SpringboardU

Franchise Development SpringboardU Session

The Need For Speed: Determining What Lead "Fuel" To Put In Your Franchise Sales Engine

SpringboardU Franchise Relations

A Two-Way Street: How These Franchise Systems Collaborate Towards Greatness

11-11:50AM First Round of Workshops

I. The Franchise "X" Factor:

How To Find (And Succeed) With Multi-Unit Operators (FD)

II. Race To The Finish:

Innovative Ways To Capture New Customers (Marketing)

III. Strategies To Overcome Franchise Funding's Financial "Yellow Flags" (Finance)

IV. Best Practices For Melting Your Brand's SNO Pile (Operations)

V. Preparing For The 22nd Century:

How AI Is Bringing These Brands One Step Closer To The Podium (Technology)

12:05-1:05PM Working Lunch Session

Industry-Specific Mentor Roundtables (50 Speakers)

1:05-1:55PM

Vying For Pole Position: Creative Ways To Increase Your Unit Economics (Operations)

2:15-3:05PM Second Round of Workshops

I. Power Of The Press: Using PR To Educate Your Potential Franchisees (FD)

II. Going At It Alone: How To Become A Household Name Without Outside Investors (Finance)

III. A Numbers Game: Using Data To Beat Out The Competition (Marketing)

IV. Teamwork Makes The Dream Work: Creating Alignment, Collaboration and Engagement In Your Franchise System (Operations)

V. Keeping The Pace: Using Consumer Behavior To Make Smarter Real Estate Decisions (FD)

3:20-4:10PM 2024's Franchise Musings

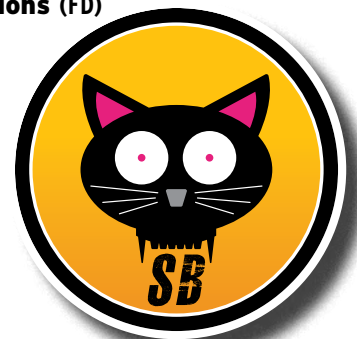
David Barr, Chairman of PMTD Restaurants

4:10-5:10PM Driving Growth Ethically?

Franchise Development in 2025 and Beyond

6:30-10:30PM

Night #2 Party @ Water Works by Cescaphe



Friday, September 20th:

7-8AM Breakfast

8-8:30AM Opening Day 2

8:30-9:15AM

A Photo Finish: How Donatos Pizza Turned Their Brand Into A Perennial Winner (Again)

Moderator: Sherri Fishman, Co-CEO of Fishman PR & President of Franchise Elevator PR

Speaker: Tom Krouse, CEO of Donatos Pizza

9:30-10:30AM SpringboardU

SpringboardU Marketing

Pedal To The Metal: Crafting An Efficient Ad Fund Strategy On A Budget

SpringboardU Operations

How A Culture Of Consistency Can Make Your Brand Championship Material

10:45-11:35AM Third Round of Workshops

I. Taking The Corner: How To Lap Your Rivals By Using Franchise Brokers (FD)

II. Fractional or Full-Time: How (And When) You Should Be Outsourcing At Your Brand (Human Resources)

III. Numbers Talk: How To Make Your Item 19 Your Secret Weapon (Legal)

IV. How To Help Your Franchisees Build Their Dream Team Of Employees (Operations)

V. The Path To Cash: Financial Tools Your Brand Can Use To Accelerate Your Growth (Finance)

11:50AM-12:50PM Working Lunch Session

Art Of The Deal: The Inside Scoop On How An M&A Transaction Works (Finance)

1:05-1:55PM Fourth Round of Workshops

I. Built To Last: The Parts You Need For A Well-Oiled Organic Lead Machine (FD)

II. Repeat Champions: Strategies For Creating Lifelong Fans (Marketing)

III. It Takes Two To Tango: What To Look For In A Franchise Supplier (Supplier Relations)

IV. Separating From The Pack: Differentiating Your Brand In A Crowded Marketplace (Operations)

V. Shake And Bake: How To Put Your Ideal Franchisee Profile Into Action (FD)

2:10-3:10PM Closing Session

Help It Make Sense: A Guide To The Evolving Landscape Of Selling A Franchise (Legal)



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