

British Franchise Virtual Conference 2020

'Evolution: Winning the Fight for Survival'

Monday, 30th November



09.30 Welcome - The Evolution of the bfa

Pip Wilkins, CEO, bfa

An introduction to our virtual event giving you all the vital details for the day ahead and an overview of the bfa journey and future path

10.00 Keynote Speaker – Update on Current Affairs

Ben Thompson, Business on BBC Breakfast

Covering the business segments on BBC Breakfast, Ben will be covering everything from the latest stock market and economic news to the breaking business developments around the world. He will consider the future of the workplace, the skills that coming generations will need and those that we currently lack to fulfil the needs of new tech start-ups and multi-national companies.

10.45 BREAK TIME

11.00 45 Minute Sessions - Choose one of the following:

1) New Franchisor Focus – Marketing to attract the right leads – the right brand presence and where to be
Ben Brookes - Agency Express

2) Established Franchisor – Renewal processes – to renew or not to renew, that is the question!
Kerry Bhella QFP – Rainbow International

3) Franchisee Focus – Why is the customer key? – Ensuring their needs are at the heart of everything you do.
Angie Coates - Monkey Music

4) Affiliate Hosted Roundtables – Pick a subject or move around:

- Importance of the right business culture – Platinum Wave
 - HR – do's and don'ts – Goldstein Legal
 - Business planning – what's your goal? – Morris & Co
 - Impact of the pandemic on global franchising – Farrah Rose - TFC
 - Digital Marketing – brand consistency - Coconut
 - Increasing your sales – small things make a big difference – Sandler Training
 - Funding, business planning & training to drive business opportunity – Hitachi Capital Franchise Finance
 - Securing external PR reach – Rev PR
 - Time is Money - HSBC
-

11.45 BREAK TIME

12.00 Covid-19 Shared Lessons – Live Panel

Chaired by Pip Wilkins, CEO, bfa

Claire O'Connor, Baby Ballet – Online solutions
Alan Kennedy, Little Kickers – Support infrastructure
Ruth Brown QFP – Well-being / personal growth
Brody Sweeney, Camile – Giving back to build brand awareness

13.00 LUNCH TIME

13.45 Engendering Change & Inspiring Teams

Cally Beaton Media Business Leader, Coach & Performer

Cally considers the nature of the workplace and leadership culture. She looks at how to engender change (both personal and organisational), inspire teams and develop a positive, agile and inclusive environment. She also tackles the working priorities and expectations of the so-called millennial generation, and reveals how to be creative whilst keeping an eye on the bottom line

14.30 45 Minute Sessions - Choose one of the following:

- 1) New Franchisor Focus** – Recruitment – The 'INTERVIEW'
Paul Thompson - Waterbabies
- 2) Established Franchisor** – Multi territory criteria – are they ready?
Mark Llewellyn & Terry Mullen - Revive
- 3) Franchisee Focus** – Taking your business from good to great
Cath & Mike Chalton – Home Instead
- 4) Affiliate Hosted Roundtables** – Pick a subject or move around:
 - Importance of the right business culture – Platinum Wave
 - HR – do's and don'ts – Goldstein Legal
 - Business planning – what's your goal? – Morris & Co
 - Impact of the pandemic on global franchising – Farrah Rose - TFC
 - Digital Marketing – brand consistency - Coconut
 - Increasing your sales – small things make a big difference – Sandler Training
 - Funding, business planning & training to drive business opportunity – Hitachi Capital Franchise Finance
 - Securing external PR reach – Rev PR
 - Time is Money - HSBC

15.15 BREAK TIME

15.30 'The Big Debate – Legal Open Mic'

Legal professionals fight to take the virtual stage and share (in small bite size chunks) the top legal issues facing businesses. No formal agenda but all legal questions will be de-mystified!

Our panellists are:

John Pratt QFP – Hamilton Pratt

Roz Goldstein QFP – Goldstein Legal

Fiona Boswell QFP – Knights PLC

Jane Masih – Owen White

Iain Bowler – Freeths

James Geary - EMW

Damian Humphrey – Ashtons Legal

16.15 Keynote speaker

Dame Inga Beale DBE, Former CEO, Lloyd's of London

A British businesswoman with over three decades of experience in the financial services sector. Inga led the global insurance market through a dramatic period of modernisation, opening the Lloyd's Innovation Lab, expanding the company's global access, and challenging the 'old boys' club' image of the 330-year-old institution

17.00 Summary & Close

Pip Wilkins QFP, CEO, bfa