

# SOUTHERN FORUM AGENDA

15th February 2022

Virtual - £25 + VAT

- 09:50**    **Arrival**
- 10:00**    **Welcome and Introduction by Chair**
- 10:10**    **Your minute of Fame!**
- 10:30**    **Hot Topic: Franchisee Performance Focus**
- Mindset and momentum
  - Support mechanisms
  - Repositioning a positive message/changing the conversation
- 11:00**    **Presentation: Building brand awareness on social media**
- Buyer behaviour changes
  - Knowing which platforms to use to maximise results
  - Tracking success
- 11:45**    **Coffee Break**
- 12:00**    **Hot Topic: Preventing Disputes**
- Identifying risks to avoid issues
  - Dispute Resolution
  - Mediation
- 12:45**    **AOB/Hot Topic suggestions**
- 13:00**    **Summary & Close**