



The BFA National Franchise Forum
16th July 2025
Virtual

- 10.00** **Welcome & introductions**
- 10.05** **Speed Presentations: The use of AI in Franchise Businesses**
Hear from three BFA accredited members who will share their experience of the use of AI in their businesses
- The Franchising Centre, Alan Wilkinson
 - FranScape, Theo Milward
 - Coconut Marketing, Adam Lovelock
- 10.45** **Breakout: Recruitment in 2025 so far**
- What's worked well so far this year
 - What's not worked
 - Differences being seen this year vs last year
- 11.45** **Comfort Break**
- 12.00** **Presentation: Avoiding Liability for Franchisee Actions**
Catherine Penny, Stevens & Bolton
- 12.30** **Open Discussion: Franchisee Satisfaction**
- What do you do to support your network
 - How can you ensure Franchisees are being supported
 - Methods of tracking your networks satisfaction
- 13.00** **AOB, Summary & Close**
Notes and topics for the next session