

Saturday 21 July	
10.30am	<b>Fuelling the engine room of the Australian economy – standing up for a robust, respected and represented franchising sector</b> Mary Aldred, CEO, Franchise Council of Australia (FCA)
11am	<b>Is franchising right for you?</b> Presented by the Franchise Council of Australia (FCA) Mark Mackenzie, The Graffiti Eaters Bill Morgan, OFMA Tania Murdock, OFMA
11.30am	<b>Enabling success for young franchisees</b> Marcel Lal, InXpress
12 noon	<b>Franchising from the inside out - perspective of a franchisor who dared to become a franchisee</b> Mike Smart, Pack & Send
12.30pm	<b>Why Franchise? A holistic approach to the fundamentals in building a profitable, sustainable network</b> Suzanne Jarzabkowska, DC Strategy
1pm	<b>The winning formula for buying the right franchise business</b> Dione Mauric, Finn Franchise Brokers
1.30pm	<b>8 tips on how to avoid business failure</b> Claire Wilson, The Alternative Board
2pm	<b>How to franchise my business simply... one step at a time</b> Brian Keen, Franchise Simply
2.30pm	<b>Franchisee Success Panel</b> A panel of successful franchisees share their experiences and business journeys. Greg Lockett, The Graffiti Eaters Michelle Graham, Poolwerx Manuel Dimou, Hog's Breath Cafe
3pm	<b>The importance of marketing your business and building a customer database early</b> Clayton Treloar, Mail Boxes Etc
3.30pm	<b>How to create a point of difference and increase your wealth</b> Paddy Sweeney, Stain Busters
4pm	<b>The value of mentor programs for franchises and small business</b> Celeste Godwin, TaxAssist Accountants

Sunday 22 July	
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11am	<b>Is franchising right for you?</b> Presented by the Franchise Council of Australia (FCA) Mark Mackenzie, The Graffiti Eaters Bill Morgan, OFMA Tania Murdock, OFMA
11.30am	<b>How to set up a successful franchisor’s business... and get it right first time</b> Brian Keen, Franchise Simply
12 noon	<b>**KEYNOTE**</b> <b>Every customer a raving fan</b> <b>Jim Penman, Jim’s Group</b>
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4pm	<b>Closing address</b>