

Saturday 17 March 2018	
10.30am	The top 5 things that cause franchisees to fail, and how you can avoid them Jason Gehrke, Franchise Advisory Centre
11am	Is franchising right for you? Presented by the Franchise Council of Australia (FCA)
11.30am	Franchisee Success Panel A panel of successful franchisees share their experiences and business journeys. Facilitated by Sarah Stowe of Inside Franchise Business Magazine
12 noon	The path to profit Jane Challinor, Real Business
12.30pm	Why franchise? A multi-disciplinary approach to building a successful network Suzanne Jarzabkowska, DC Strategy
1pm	The importance of marketing your business and building a customer database early Clayton Treloar, Mail Boxes Etc
1.30pm	**KEYNOTE** How to back a franchise winner John O'Brien, Poolwerx
2pm	Know your numbers – grow your business Mark Said, MKS Group
2.30pm	Franchisee Success Panel A panel of successful franchisees share their experiences and business journeys. Facilitated by Sarah Stowe of Inside Franchise Business Magazine
3pm	How franchise businesses can drive more in-store revenue using local SEO Louie Ramos, Digital Presence
3.30pm	Financing options for franchisees Greg North, OzLoans Broker Group
4pm	How to franchise my business simply... one step at a time Brian Keen, Franchise Simply

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12 noon	**KEYNOTE** Every customer a raving fan Jim Penman, Jim's Group
12.30pm	How to set up a successful franchisor's business... and get it right first time Brian Keen, Franchise Simply
1pm	So you want to own a business - How to avoid business failure Doug Downer, The Alternative Board
1.30pm	**KEYNOTE** How to back a franchise winner John O'Brien, Poolwerx
2pm	Feeling the love - Tales of good franchise support Evan Foster, United Franchise Group
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3pm	The path to profit Jane Challinor, Real Business
3.30pm	Why you can't cut corners with your workplace compliance Andrew Spiteri, Employsure
4pm	Assisting small business Fair Work Ombudsman Australian Competition & Consumer Commission (ACCC) Australian Securities & Investments Commission (ASIC) Australian Taxation Office (ATO)