

Strategic Meeting Planning Services for Outstanding Franchise Conventions and Meetings 7-15-19

Overview

Well executed franchise conferences and large meetings can have a dramatic impact on the success of the franchisor. The ability to effectively communicate in a live environment is the most productive time a franchise system has for communication.

It is, therefore, extremely important that there is a large turnout at these events to have as effective a meeting as possible, given the time and expense for both the franchise and the franchisee.

Investing upfront in both improving attendance and effectiveness of the meeting will provide a substantial return on investment for your meeting.

Goals

- Develop a highly interactive and effective franchise meeting plan
- Improve levels of attendance and create an ongoing culture of attendance
- Increase on-site engagement in all areas – individual learning, open exchange of ideas and experiences, building peer relationships, building relationships with franchisor Home Office staff, and just having FUN with each other!
- Achieve key goals and learning objectives articulated by the leadership team

Level 1 - \$5,000

Discovery

- Standard survey of franchisees
 - Understand what the franchisees want from the meeting
 - Create Engagement and excitement about the about
- Review of recent meetings agendas
- Review location, understand venue options and date/timing of meeting
- Interview 4 to 6 senior executives to better understand objectives

Workshop

- Web meeting with senior team
- Present options
 - Interactive Engagement options
 - Agenda formats
 - Meeting theming
 - Ideas around improving attendance

Final report (After Workshop)

- PowerPoint presentation with recommendations
 - Theme recommendations
 - Agenda
 - Attendance strategy
- Web meeting to review recommendations

Level 2 - \$12,500 plus travel

Discovery

- Customized survey of franchisees
 - Understand what the franchisees want from the meeting
 - Create Ingagement and excitement about the about
- Review of recent meetings agendas
- Review location, understand venue options and date/timing of meeting
- Do a web meeting with Franchise Advisory Council members
- Interview franchisees that do not normally attend and franchisees who always attend
- Interview 4 to 6 staff members
- Interview 4 to 6 senior executives to better understand objectives

Workshop

- Live meeting senior team (half a day)
- Present options
 - Interactive Ingagement options
 - Agenda formats
 - Meeting theming
 - Ideas around improving attendance
- Training on presentation skills for all presenters (3 hours - same day)

Final report (After Workshop) and follow-up

- PowerPoint presentation with recommendations
 - Theme recommendations
 - Agenda
 - Attendance strategy

Level 3 - \$20,000 plus travel

Discovery

- Customized survey of franchisees
 - Understand what the franchisees want from the meeting
 - Create Engagement and excitement about the about
- Review of recent meetings agendas
- Review location, understand venue options and date/timing of meeting
- Do a web meeting with Franchise Advisory Council members
- Interview franchisees that do not normally attend and franchisees who always attend
- interview 4 to 6 staff members
- Interview 4 to 6 senior executives to better understand objectives

Workshop

- Live meeting senior team (half a day)
- Present options
 - Interactive Engagement options
 - Agenda formats
 - Meeting theming
 - Ideas around improving attendance
- Training on presentation skills for all presenters (3 hours – same day)

Presentation development and speaker coaching

- Work directly with 4 to 6 internal presenters on their presentation via web
 - Defining key objectives
 - Creation of the outline
 - Development of slides
 - Presentation run through
- Live presentation practice (One Day) - week before the event (Additional Investment of \$5,000)
 - Each speaker does a full run through
 - Coach and refine presentations

Communication

- Review all communications about the meeting

Final report (After Workshop) and follow up

- PowerPoint presentation with recommendations
 - Theme recommendations
 - Agenda
 - Attendance strategy
 - Communication strategy
- Web meeting to review recommendations
- Four follow-up web meetings to review status
- Availability for consulting/coaching
- After meeting web debrief