

Looking to grow your business through franchising?



FRANCHISING MASTER CLASS

Come and meet six franchise Industry experts

PROGRAMME

- 9.30am Registration and coffee
- 10.00am Welcome
Simon Mills, TFDC (The Franchise Development Centre)
- 10.20am What is the best way to franchise my business?
Simon Mills, TFDC
- 10.50am Putting theory into practice - Creating a franchise and making it work
Caroline Joyce, Rainbow International
- 11.20am Coffee
- 11.40am Raising finance in the current climate
Lorna Smith, HSBC Bank
- 12.10pm Legal pitfalls to avoid
Graeme Payne, Field Fisher Waterhouse
- 12.40pm Franchise network accountancy - the essential control system for your network
Carl Reader, Dennis & Turnbull Accountants
- 1.10pm The next step in franchising your business
Alan Gibson, TFDC
- 1.30pm Lunch
- 2.00pm One-to-one consultations

Book your own FREE consultation.

Starting at 2.00 pm, should you wish to discuss the possibility of franchising your business in more detail, there will be an opportunity to have free one-to-one consultations with Simon Mills, Alan Gibson or Graeme Payne. To book a free one-to-one consultation, please specify your preference when reserving your place.

Places are limited and allocated on a first-come first-served basis.
This is a free event with refreshments and a light lunch is provided.

Tuesday 17th April 2012

Field Fisher Waterhouse - 35 Vine street, London EC3N 2PX

To reserve your place call **01904 561598** or
email **info@thefranchisedevelopmentcentre.co.uk**



Speakers Biographies



Simon Mills QFP– The Franchise Development Centre

Simon has worked in franchising since 1991, as a franchisee, and as a UK franchisor, which has more than 200 franchisees in 11 countries. Simon relocated to America for 3 years to launch a division of this established brand. He joined the board as a director in 2001 and was appointed as Managing Director latterly. Simon's skills include franchise start ups, recruitment, training, management, and international expansion, having worked in 22 countries. His approach is hands on, practical and designed to give immediate impact to the new, growing and established franchisor.



Caroline Joyce – Rainbow International

Caroline Joyce has twenty year's experience in franchising - a career that spans three franchised businesses within the parcel delivery, design and print Industries. Her enthusiasm for franchising led to being elected as BFA Chairman (London & South East) for two consecutive years followed by a stint as a board director of the BFA. Areas of responsibility have covered Franchise support, Training, HR & Franchisee recruitment. Caroline's role as Franchise Sales Manager at restoration and specialist cleaning franchise, Rainbow International encompasses Franchisee recruitment and the re-sale programme.



Lorna Smith – HSBC Bank

Lorna Smith, Senior Franchise Manager for HSBC, has held a number of managerial appointments within the bank. She started in the branch network before moving to Corporate Banking specialising in payments and cash management, advising many large corporate companies. Lorna is one of the most experienced bankers in the UK franchise sector and has a high profile in the franchise industry and she has presented seminars at franchise exhibitions, British Franchise Association events and conferences, as well as other franchise and business events. HSBC has had a dedicated franchise unit for over 25 years in the UK and works closely with the bfa and its members to support ethical franchising.



Graeme Payne – Field Fisher Waterhouse

Graeme is a partner in Field Fisher Waterhouse's Franchising & Intellectual Property Group and has over nine years' domestic and international franchising experience. He co-leads Field Fisher Waterhouse's UK franchise initiatives 'Helping Hand' and 'Incubator' for start up and small to medium sized UK based franchisors, these provide advice to individual and small to medium sized companies at an affordable fixed fee cost. Clients include entrepreneurs and large multi-national companies including LighterLife, NicenStripy, Reiss, YO! Sushi, Blockbuster, Monsoon and hob salons. Professional memberships include the British Franchise Association, the International Bar Association, the American Bar Association and the International Franchise Association.



Carl Reader – Dennis & Turnbull

Carl Reader is a partner and head of franchising at Dennis & Turnbull, a leading firm of BFA Affiliated Chartered Accountants, and has worked in the franchise industry for a number of years, helping franchise networks of all sizes across the UK. Dennis & Turnbull effectively provide an in-house accounting practice for franchisors to offer their franchisees. The online accounting solutions for networks across the UK give franchisees a low cost, fixed fee service whilst providing franchisor with a free of charge control system. Carl is a regular speaker at franchise events, and a regular contributor to the franchise press.



Alan Gibson – The Franchise Development Centre

Alan has a flair for business development, change management, team building, marketing and customer service built over a 30 year career. For the past 12 years Alan has lead, coached and guided small family run, large multi-national and Not for Profit Franchisor organisations to achieve their strategic goals and objectives increasing revenue, profitability, national coverage and improved customer service standards. Alan has a passion for finding, recruiting, coaching and developing Franchisees and is proud to have guided individuals, couples and families to achieve their dreams of setting up their own profitable and rewarding Franchise business in partnership with nationally recognised and respected brands.

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