

**FREE  
TICKET**  
Save £13!



# The British & International Franchise Exhibition

18 & 19 March 2011 | Olympia, London

**Dreaming  
of your own  
business?  
...and a change  
of career?**

Companies exhibiting at The British & International Franchise Exhibition include:



In association with:



International Franchise  
Conference supported by:



Supported by:



DAILY EXPRESS  
SUNDAY EXPRESS

FranchiseWorld  
www.franchiseworld.co.uk

[www.franchiseinfo.co.uk](http://www.franchiseinfo.co.uk)

# **F** The British & International Franchise Exhibition

18 & 19 March 2011 | Olympia, London

## **Buy an established brand with a proven track record**

“Franchised businesses have weathered the recessionary storm extremely well. The combination of the wider business support, training and economies of scale, with the determination, enterprising nature and local business focus makes franchise businesses a very robust offering.”

Brian Smart, Director General of the bfa, NatWest/bfa Survey 2010

If you are considering making a move into franchising, a visit to The British & International Franchise Exhibition is essential to equip you with all the information and advice you need to make that life-changing decision.

From international keynotes and industry experts, to franchisees and franchisors, the unrivalled free educational features will guide you through the world of franchising. In addition, meet over 100 tried and trusted franchised businesses, from the well-known brands to the smaller recession-resilient enterprises. The range of sectors is vast, from restaurants to retail, home maintenance to business services, children's activities to car repairs.



[www.franchiseinfo.co.uk](http://www.franchiseinfo.co.uk)

# Take advantage of the FREE educational features

## Franchise Starting Point

The beginner's guide to franchising

Have all your questions answered in one location before your hunt for that perfect business begins. Meet industry experts, consultants, lawyers, bankers and franchisors for free one-to-one advice.

Sponsored by:



## Careers Clinic

Have you just retired, recently started a family or been made redundant and are considering franchising as your next career move? Career experts will help you benchmark your skills and discuss your options to give you a clear, focused and realistic career plan.

Facilitated by:



## Franchise Resales Pavilion

Buy an existing business... buy a 'franchise resale'

A 'franchise resale' is an established franchise whose owner has decided to sell his or her franchise, often after several years of success. Meet with experts and learn more about the advantages and disadvantages of buying a resale.

Sponsored by:



## Business Plan Clinic

Lloyds TSB | Commercial

Visit the Business Plan Clinic to learn all you need to know about securing funding. Financial consultants from Lloyds TSB's franchising department will be on hand to offer expert advice and guidance.

Sponsored by:

## Franchisee Panel Sessions

Listen to inspirational stories from franchisees who have already made the transition from being employed to running their own business.



Friday 18 & Saturday 19 March 2011

11:00 – 11:45, 12:15 – 13:00, 13:30 – 14:15, 14:45 – 15:30

## Keynote speakers

Listen to first-hand experiences from inspiring entrepreneurs and executives at the top of their field, who can provide you with invaluable tips to help you towards running or growing your own business.

How international franchising can benefit your brand

**Duncan Berry,**  
Chief Executive, UK, Choice Hotels Europe



From rags to riches – the 5 bakin' rules of business

**Gary Frank, Founder & Head Boy,**  
The Fabulous Bakin' Boys



Why franchisees are well placed to weather the economic storm

**Richard Forte,**  
Chief Operations Officer, McDonald's UK



For full details on  
keynotes see  
[franchiseinfo.co.uk](http://franchiseinfo.co.uk)



## Children's Activity Centre

Finding the right business opportunity that fits around your family can be tricky, so we've teamed up with The Creation Station to support families and parents who want to investigate the work-life balance opportunities that running your own franchise can bring.

Facilitated by:



**REGISTER!**  
**FREE FAST-TRACK ENTRY**

\*Register now by visiting [www.franchiseinfo.co.uk](http://www.franchiseinfo.co.uk) or call 0844 257 8668 and use the ticket code found on the registration form on the last page.

If you are unable to register in advance, complete the attached registration form and hand this ticket in on arrival.

REGISTER!  
**FREE**  
FAST-TRACK  
ENTRY\*

# Comprehensive conference programme

Whether you are considering **investing in a franchise** or are taking the first steps to **franchising your business**, these free seminars will offer essential advice on how to make a success of your new venture.

Friday 18 March 2011

## bfa franchising panel seminars



Industry experts provide practical independent and impartial guidance on all aspects of franchising.

**10:45 – 11:45**

An introduction to franchising

**12:00 – 13:00**

Essential tips for franchising your business

**15:00 – 16:00**

Choosing franchising after redundancy

**16:15 – 16:45**

Taking your first step into franchising

## Executives in franchising

**13:15 – 13:45**

Franchising – the ideal opportunity for successful self-employment



## High-level investment

**12:15 – 12:45**

A granite chip investment



**13:00 – 13:30**

Can a start up really thrive in a recession?



**14:30 – 15:00**

Three simple steps to £100k a year passive income within 3-5 years



## Hands-on franchising

**11:30 – 12:00**

Key ingredients for running a successful business in the new economy



## International franchising

**10:30 – 11:00**

Welcome & networking

**11:00 – 11:30**

Keynote address: How international franchising can benefit your brand



**12:00 – 12:45**

Panel seminar: Choosing and operating a master franchise

**13:45 – 14:30**

Panel seminar: Franchising your brand into the UK

**15:00 – 15:45**

Panel seminar: Adapting a brand to fit the local market – an investor's perspective

**16:00 – 16:30**

Keynote address: An international launch story

## Franchise resales

**13:45 – 14:20**

Buying an existing franchise – the advantages and disadvantages of acquiring a franchise resale



## Franchising your business

**10:30 – 11:00**

Manage and systemise your franchise with the Internet



**11:00 – 11:45**

How to successfully franchise your business



**15:15 – 16:00**

Franchising your business – the financial elements



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## Growing your own business

GROWING YOUR OWN BUSINESS

**12:00 – 12:30**

From rags to riches – the 5 bakin' rules of business



**13:00 – 13:30**

How to market on the Internet for free!



**15:15 – 15:45**

How to leverage social media and e-marketing to grow your franchise



**16:15 – 16:45**

The secrets of effective email marketing



## Saturday 19 March 2011

### bfa franchising panel seminars



**10:45 – 11:45**

What to consider when choosing a franchise

**12:00 – 13:00**

Expanding your business through franchising

**14:45 – 15:45**

Making franchising your future

## High-level investment

**12:00 – 12:30**

A granite chip investment



**12:45 – 13:15**

Can a start up really thrive in a recession?



**14:15 – 14:45**

Three simple steps to £100k a year passive income within 3-5 years



## Families in franchising

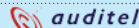
**13:30 – 14:00**

Can you really buy a profitable business for less than £6k?



**14:00 – 14:30**

In business for yourself but not by yourself



## Hands-on franchising

**13:15 – 13:45**

Franchising with McDonald's



## International franchising

**11:00 – 11:30**

Keynote address: The search for a master franchise investor

**12:00 – 12:45**

Panel seminar: Expanding your business overseas through franchising

**13:45 – 14:30**

Panel seminar: Launching your brand internationally

**15:00 – 15:45**

Panel seminar: Investing in an international franchise brand



## Franchise resales

**13:45 – 14:20**

Buying an existing franchise – the advantages and disadvantages of acquiring a franchise resale

## Franchising your business

**11:00 – 11:45**

Creating a genuine business format franchise

Sponsored by:



**14:30 – 15:15**

Franchising your business – the franchisor's obligations



## Growing your own business

**11:15 – 11:45**

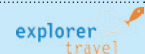
How to grow a successful web design business

GROWING YOUR OWN BUSINESS



**13:00 – 13:30**

Facebook and Google – how to win



**15:00 – 15:30**

How to leverage social media and e-marketing to grow your franchise



For full details of all the sessions see [franchiseinfo.co.uk](http://franchiseinfo.co.uk)

# Exhibition registration

Ticket code: **eticketfds**

Mr/Mrs/Miss/Ms Name:	Surname:
Company name:	
Address:	
Town/city:	County:
Postcode:	Country:
Tel:	Mobile*:
Email*:	

- \* We may send you texts reminding you about the exhibition. If you object to this please leave the mobile box blank.
- + Please enter your email address above to receive email communication from VMGL and exhibitors.

## Where did you hear about the exhibition?

- 01  Bank
- 02  Birmingham Mail
- 03  Business Franchise
- 04  Daltons Weekly
- 05  Channel 4
- 06  Daily Express
- 07  Daily Mail
- 08  Daily Star
- 09  The Daily Telegraph
- 10  The Franchise Magazine
- 11  Franchise World
- 12  ITV1
- 13  Letter from exhibitor
- 14  Letter from the organisers
- 15  Making Money
- 16  The Mail on Sunday
- 17  Metro
- 18  The Mirror
- 19  Radio
- 20  Sunday Express

- 21  Sky News
- 22  The Sun
- 23  The Sunday Times
- 24  The Times
- 25  What Franchise
- 26  www.whichfranchise.com
- 27  www.franchiseinfo.co.uk
- 28  Other, please specify

## Are you currently:

- 29  Employed
- 30  Self-employed
- 31  Redundant
- 32  Unemployed

## Are you interested in:

- 33  Investing in a franchise
- 34  Franchising your business

## When can you take up a franchise?

- 35  Now
- 36  Within 3 months
- 37  3-6 months
- 38  After 6 months

## How much of your own capital have you available to invest, i.e. in liquid form?

- 39  £0-£10,000
- 40  £10,001-£20,000
- 41  £20,001-£50,000
- 42  £50,001-£100,000
- 43  £100,001-£250,000
- 44  Over £250,000

## Where would you like your franchise to be located? (Tick all that apply)

- 45  East Midlands
- 46  West Midlands
- 47  East Anglia
- 48  London

- 49  South East England
- 50  South West England
- 51  North Wales
- 52  South Wales
- 53  North East England
- 54  North West England
- 55  North Scotland
- 56  East Scotland
- 57  West Scotland
- 58  South Scotland
- 59  Northern Ireland
- 60  Republic of Ireland
- 61  Overseas
- 62  Anywhere

## Which business sector(s) are you interested in? (Tick all that apply)

- 63  Accountants
- 64  Automotive
- 65  Banks/Financial Services
- 66  Beauty/Fashion/Wedding Services
- 67  Building/Maintenance/Security
- 68  Business Services
- 69  Childcare/Play/Activities & Entertainment
- 70  Cleaning/Domestic/Personal Services
- 71  Couriers/Postal Services
- 72  Creative/Graphic Design
- 73  Diet & Fitness
- 74  Education/Training
- 75  Estate & Letting Agencies/Property Management
- 76  Food & Drink/Restaurants/Catering
- 77  Franchise Adviser/Consultancy
- 78  Gardens/Landscaping
- 79  Home Improvement/Fittings
- 80  Hotels/Travel
- 81  Industrial Services
- 82  Internet/Online/Computer Services
- 83  Lawyers/Solicitors
- 84  Marketing/Promotional/Media Services
- 85  Newspapers/Magazines/Publishing
- 86  Nursing/Homecare/Health Services
- 87  Pest Control Services
- 88  Pet Care Services
- 89  Photography
- 90  Printing/Signage/Greeting Cards
- 91  Pubs/Leisure
- 92  Recruitment/Employment Agencies
- 93  Retail
- 94  Specialised
- 95  Trade Association
- 96  Vending/Distribution/Wholesale
- 97  Other, please specify

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