



Take advantage of this rare opportunity!!!

A special feature of
FRANCHISE 2009
 17th Philippine International Franchise Conference & Expo

FRANCHISE RELATIONSHIPS CLINICS:

Defying the Downturn by Creating Profitable Partnerships

If there was ever a time franchisors needed tips and strategies to build profitable partnerships with their franchisees, it's now. While many people talk about the importance of maintaining positive franchise relations, few know how to turn these good intentions into reality. In this highly practical program you will learn techniques, skills and tools to help you build a prosperous franchise system with high levels of franchisee satisfaction. This is a unique opportunity to participate in an exciting program with psychologist and leading world authority on franchise relationship, Greg Nathan. If you haven't read Greg's books or heard him speak, you are in for a treat. In these half day Franchise Relationships Clinics, Greg will share techniques for releasing the positive power in your franchise network.

Greg Nathan:
 Internationally-acclaimed expert on Franchise Relations.
CATCH HIM IN MANILA!!!

Greg Nathan is the foremost expert on managing the people issues in franchising. His books, such as Profitable Partnerships and The Franchise E-Factor, have inspired and influenced franchisors all over the world. In addition to his engaging presentation style, Greg brings a unique perspective based on 20 years of research as a psychologist specializing in the behaviour of successful franchisees and franchisors. And he has been as successful as a multi-unit franchisee and as a senior franchisor executive. You will find his teaching enlightening, interactive and filled with practical strategies you can implement immediately.

Franchise Relationships Clinic: Basic Course for MSMEs and Emerging Concepts

30 June 2009 | Tuesday | 1:00 – 5:00 pm
 AIM Conference Center, Makati City

This session is targeted at micro, small and medium enterprises (MSMEs) and emerging franchise systems and will cover the following:

- Franchisee recruitment tips to help you select winning franchisees.
- How to deliver effective field visits to franchisees.
- Tips for running meetings and conferences that genuinely add value.
- How to boost franchisee satisfaction by understanding what franchisees want.
- Essentials of building a healthy franchising culture that will help you gain a competitive edge.
- Understanding the 6 stages of the Franchise E-Factor.
- Techniques for resolving conflict and improving communication skills.
- How to enhance trust and build the commitment of franchisees to new initiatives.

Franchise Relationships Clinic: Advanced Course for Mature Concepts

3 July 2009 | Friday | 1:00 – 5:00 pm
 SMX Convention Center, Pasay City

This session is targeted at larger mature franchise systems and will cover the following:

- Strategies for creating a healthy franchising culture through transparent, positive leadership that builds hope and confidence.
- Leading franchisees through the six stages of the franchise relationship from the egocentric ME stage to the interdependent WE stage!
- How to structure franchise meetings and conferences that remain constructive and deliver a powerful return on investment.
- Transforming field consultants from "compliance cops" to coaches who can improve franchisee performance and satisfaction.
- How to get franchisee buy-in and support for new initiatives so everyone spends more time generating sales.
- Understanding the important relationship between your brand and culture and how to get alignment between the two.
- Important principles for franchisee selection based on scientifically proven research.

Who should attend
The Franchise Relationships Clinic is designed for franchisor executives responsible for leading, developing and supporting franchisees. It is ideal for people working in franchise operations, franchise relations, training and franchisee support, including field consultants. CEOs and marketing executives will also find it extremely useful.

REGISTER NOW!
 Complete the form below and fax to (02) 687-0635.

I am interested to attend in: _____ Registration Date: _____

Franchise Relationship Clinic: Basic Course
 Franchise Relationships Clinic: Advanced Course

Name: _____ Position: _____

Company: _____

Address: _____

Tel. No: _____ Fax: _____

Mobile: _____ E-mail: _____

SPECIAL COMBO RATES!!!

Get two empowering learning sessions for the price of one!

Clinic & 2-day PIFCE 2009 Conference

PFA Member	<i>Early Bird (until 15 May)</i>	<i>Regular</i>	
	<i>Basic</i>	Php 10,350.00	Php 10,950.00
	<i>Advanced</i>	Php 15,950.00	Php 16,900.00
Non-Member	<i>Early Bird (until 15 May)</i>	<i>Regular</i>	
	<i>Basic</i>	Php 13,950.00	Php 14,900.00
	<i>Advanced</i>	Php 18,450.00	Php 19,500.00

***GROUP DISCOUNTS:**
 For 3 to 4 participants, get 5% discount; For 5 to 9 participants, get 1 additional FREE registrant; For every 10 participants, get 2 additional FREE registrants.

FOR INQUIRIES CONTACT:

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