

Franchise Education Workshop Series 2011



Franchise Field Support

Effective and well trained Field Support personnel within any franchise group are the professional business coaches who guide, develop and help grow the franchisees business within a franchise system. The notion of “building business together” underpins successful franchising and field support personnel are at the centre of this process.

This practical one day workshop aims to provide field service professionals with tools and strategies that they can share with their Franchisees as a means of facilitating business growth and ultimately, business success.

The **key content areas** of this workshop are as follows:

- The Field Services Role- why have it?
- Business Performance
- Alignment, Compliance- what's the issue?
- Relationships- does it really make a difference?
- Site Visits- benefits and challenges
- Multi-site franchising- exploring the motivation of franchisees & the franchisor
- Planning for success- business and wealth creations plans

Learning outcomes:

The workshop will expand and improve the knowledge of the field support role to all attendees.

Who would benefit from this workshop?

- Franchise and Business Development Managers
- Field Support Personnel
- Training Managers
- Operations Managers
- Master Franchisees

Registration fees:

1- day course \$ 300 (inclusive of GST)

Dates and Locations:

VIC	NSW	QLD
13 July	20 July	21 July
19 October	26 October	27 October

Public Relations

Every day, hundreds of so-called experts are quoted in the newspapers, on the radio, on websites and on our television screens at NO CHARGE. Yet advertising in these same media costs thousands of dollars.

We never seem to question the budget line for advertising expenses, yet we often balk at adding a line for public relations services.

No matter what your business, you're selling an image of yourself, your products and your services. Public relations manages that image.

Free publicity leads to more sales, brand awareness, strategic alliances, and so on. Making headlines is the greatest and fastest way to make people want to do business with you.

However, like everything else, launching a PR campaign will require planning. If a strategic plan and approach is not put into place the outcome will almost never be positive.

At this half day workshop we will stimulate lively, healthy and vibrant discussion on how to plan, manage and execute a PR & Communications Plan.

The **key content areas** of this workshop are as follows:

- What is a PR opportunity?
- Is my story newsworthy?
- Sourcing PR information
- Producing a 'newsworthy' media release
- Handling the Press- the golden rules
- Organising and giving press interviews
- Using photographs effectively
- When to use press, radio or television
- Successful Marketing and PR Strategies
- PR Issues and Crisis Management
- Choosing and using a PR agency
- Get the media recognition that your organisation needs

Course Deliverables:

As well as the skills to plan and execute a strategic PR program that yields results, all delegates take away course notes.

Who would benefit from this workshop?

Anyone tasked with raising the media profile to gain recognition for products, services or aims. Relevant job titles include:

- Small-Medium business owners
- General Managers
- Marketing/Communications Managers/ Executive Assistants

- Network Development Managers
- Field Personnel
- Multi site franchisees

Facilitator:

Andrew Kelly has managed and owned Public Relations consultancies and managed in-house Communication and Public Relations for Australian icon brands for the past 15 years. His 'Franchise' clients have included McDonalds Victoria, Bob Jane T-Marts, Amcal Pharmacies, Sportsco, Brumby's Bakeries, Ray White Real Estate and Clark Rubber.

FC PR Services understands franchising.

Registration fees:

Half-day course \$300 (inclusive of GST)

Training and Induction for Franchisees

This one-day program focuses on frameworks and formats for effectively supporting Franchisee learning.

The program is dynamic and will challenge the professional trainer operating within the franchise learning environment. For those first timers this is leading program which will support you planning and executing quality and practical education sessions within your business.

The **key content areas** of this workshop are as follows:

- Vocational Education in Franchising- what is it?
- Adult learning- what do you need to know?
- Franchisee Induction Programs- aims, objectives, key content areas and structure- how do you achieve all of this?
- Ongoing Franchisee Education Programs- the concept of lifelong learning in a franchise system.
- The Training Professional- what competencies do they need working in the franchising sector?

Learning outcomes:

This workshop will teach you how to deliver “structured” induction training to new and existing franchisees, help them more effectively to retain information and operate more efficiently their stores, outlets or territories.

Who would benefit from this workshop?

- Trainers
- Field Support Personnel
- State Managers
- Operations Managers
- Master Franchisees

Registration fees:

1-day course \$ 300 (inclusive of GST)

Dates and Locations:

VIC	NSW	QLD
31 August	7 September	8 September

Writing and Implementing Operations Manuals

The backbone of a great franchise system is its policies and procedures. Every system requires an Operations Manual. The key to a successful operations manual is its accessibility and effectiveness.

This one-day program is designed for personnel involved in writing and implementing operations manuals or any policy and procedure required in your franchise system. Regardless if you are about to write your operations manual or want to learn more about making your system effective and efficient, this workshop will have something for everyone.

The **key content areas** of this workshop are as follows:

- Franchise Operations Manuals- what are they and what are the benefits to my organisation?
- Writing Procedures- what are the key content areas for a Franchisor's Operations Manual
- Development Process- starting from scratch; where to begin and how to develop your manual
- Implementation Strategies- how to launch and how to encourage its use.

Learning outcomes:

Learn how to write and effectively update franchise operations manuals and learn how to get new operations manual sections read and understood by franchisees.

Who would benefit from this workshop?

- Franchise and Business Development Managers
- Field Support Personnel
- Training Managers
- National Operations Managers
- State Operations Managers
- Master Franchisees

Registration fees:

1- day course \$ 300 (inclusive of GST)

Dates and Locations:

VIC	NSW	QLD
15 June	22 June	23 June