

Looking to grow your business through franchising?



Bird & Bird

FRANCHISING MASTER CLASS

Come and meet the franchise Industry experts

PROGRAMME

- 10.30am **Registration and coffee**
- 11.00am **Welcome**
Mark Holland, TFDC (The Franchise Development Centre)
- 11.10am **Introduction to franchising**
Mark Holland, TFDC
- 11.40am **Franchising - the legal perspective**
Shelly Nadler, Bird & Bird LLP
- 12.15pm **The process of franchising a business**
Mark Holland, TFDC
- 1.00pm **Lunch and one-to-one consultations**

Book your own FREE consultation.

Starting at 1.00 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, Mark Holland and Shelly Nadler. 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 10th October 2017

BIRD & BIRD LLP, 12 NEW FETTER LANE, LONDON, EC4A 1JP

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



Speaker Biographies



Mark Holland - The Franchise Development Centre

Mark has a wealth of franchising experience gained working for more than ten years at Director Level within many well-known franchise brands. Specialising in taking a hands on approach in Operations, Sales and Marketing Mark's skills have brought success to businesses as diverse as van based domestic cleaning through to premise based retail or business to business models. Having successfully brought to fruition new franchise systems and recruited new franchisees, Mark has the experience to assist those looking at franchising as a credible and profitable form of business expansion.



Shelley Nadler - Bird & Bird LLP

Shelley is a dedicated franchise lawyer who has over 20 years experience in advising on all aspects of franchising. She has advised businesses including major high street retailers and restaurant operators on franchising in the UK and internationally. Shelley has advised a number of well known estate agency chains, residential and lettings, on their franchise expansion. She has served on the BFA panel of judges for the Franchisor and Franchisee of the Year Awards, recognising her long and high level of experience in franchising.

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