



THE FRANCHISEE SUMMIT 2023

Building a Profitable Culture for your Franchise Business

April 19, 2023 | Wed | 9AM-12NN via Zoom

Summit Program Agenda

Time	Activity	Speakers and Panelists
Part I	Opening and Plenary	
9:00am-9:15am (15-min)	Opening Ceremonies House Rules	Hosts/ Moderators: Mr. Jefferson Chua President Cycle House Ms. Kathryn Manalo, CFE International Markets Director Potato Corner
	Invocation	Ms. Mitch Hong, CFE Franchising Director Mang Inasal
	Welcome Remarks	Mr. Chris Lim, CFE President Philippine Franchise Association
	Introduction to Keynote Speaker	Mr. Richie Cuna, CFE Committee Chair, Franchisee Summit PFA Regional Director for NCR
9:15am-9:50am (30-min)	Building a Profitable Culture for your Franchise Business <ul style="list-style-type: none"> Building the right culture in your organization that will help improve the company's performance and profitability. Discover best practices and strategies that can boost performance and profitability for your franchise business 	Keynote Speaker: MR. JASON GEHRKE, MBA, CFE Director Franchise Advisory Centre, Australia

Part II	Panelists Presentations and Panel Discussion	
9:50am-10:00am	Introduction to the Panel Sessions <ul style="list-style-type: none"> The panel sessions will focus on presenting the 3 KEY DRIVERS in building a profitable culture for your franchise business, namely Marketing, People and Operations. 	Hosts/Moderators :
10:00am-10:20am (20-min)	Key Driver 1: Marketing <ul style="list-style-type: none"> Innovation and creativity in marketing that drives profitability especially during these uncertainties Marketing strategies on a shoestring budget and yet deliver powerful results. 	Panelist 1: MR WILLIAM XU Managing Director, Alliance Venture Master Franchisee in Myanmar, Potato Corner
10:20am-10:40am (20-min)	Key Driver 2: HR/People <ul style="list-style-type: none"> Tackling the key roles of recruiting, retaining and rewarding in HR to boost company's performance and profitability Developing and leading a high-performance team to your business success 	Panelist 2: MR. MICHAEL MARTINEZ GODINEZ, FPM Vice President People Management Association of the Philippines (PMAP) Chief People Officer Ramon Aboitiz Foundation, Inc.
10:40am-11:00am (20-min)	Key Driver 3: Operations <ul style="list-style-type: none"> How to build a culture of operational excellence to help improve company's profitability Important tools and technology to help achieve operational excellence. 	Panelist 3: MR. JUSTIN LIU Executive Director Figaro Coffee Group, Inc
11:00am-11:45am (45-min)	Panel Discussion to be facilitated by the Moderators <ul style="list-style-type: none"> 40-min: Interactive free-flowing session with all the panelists interacting to be facilitated by the Moderators 5-min: Q&A portion (Audience may ask questions through the moderators) 	Hosts/ Moderators: Mr. Jefferson Chua President Cycle House Ms. Kathryn Manalo, CFE International Markets Director Potato Corner
Part III	Closing Ceremonies	
11:45am-12:00nn	Closing Remarks	Ms. Sherill Quintana, CFE Chairman Philippine Franchise Association

	Post-Event Evaluation Announcement of Future Events End of the Program	Hosts:
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