

The Franchise Coach makes presence felt at Franchise Association Conference

With 'Energise Your Franchise' the theme of this year's annual Franchise Association of New Zealand Conference (FANZ) what could be more appropriate for a prize given by Silver Sponsor, The Franchise Coach, than a Sony Ghetto Blaster powered of course by 'Energizer' batteries.

Held at Rotorua's Distinction Hotel over three days in late July, The Franchise Coach's David McCulloch and Fiona Macky report a very busy time at their exhibition space answering questions on all aspects of franchising.

This year The Franchise Coach joined with Link business Brokers and Franchise Accountants to create a casino to attract and involve conference delegates. The rules were simple. Throw the dice, spin the wheel and play roulette with the objective of winning the ghetto blaster by getting the highest score over the three days. The happy man in the photo trying to wrest the the ghetto blaster off David McCulloch (left) is winner Warren Sar, franchise manager for the BNZ.

At a more serious level, The Franchise Coach participated in the conference with a popular workshop option 'Getting Franchisee Buy-in to new initiatives' presented by Ree-Anna Chapman, corporate psychologist and professional facilitator with Brisbane-based Franchise Relationships Institute which is represented in New Zealand by The Franchise Coach, with assistance of The Franchise Coach's senior consultant, Fiona Macky. The photo shows Fiona left and Ree-Anna on the right. David Mcculloch is the thorn between these two roses,

“The Franchise coach has had a presence at all conferences held by the Franchise Association of New Zealand since its inception 15 years ago,” explained David McCulloch. “Whether we are presenting, sponsoring or both, we continue to regard this annual conference as a key contributor to a stronger franchise sector for both franchisees and franchisors. Congratulations go FANZ staff and our fellow sponsors for a very professional and informative conference in 2011.”