

# National Conference Agenda

Time	Session
09:30	<b>Meet and greet (with refreshments)</b>
10:00	<p>Welcome and update</p> <ul style="list-style-type: none"> <li>➤ This section will contain information and an update from it'seeze Head Office on various topics including; overview of the last 12 months, upcoming developments, clarity on the design process, new demo site, update from the admin system, competition and marketing plan.</li> </ul> <p>As we discuss the various areas, we welcome comments and feedback on the topics raised.</p>
11:30	<b>Morning refreshments</b>
11:45	<p>Workshops</p> <ul style="list-style-type: none"> <li>➤ There are four workshops which all franchisees will rotate to. Each workshop will last 15/20 minutes. The four workshops are 'Editing / New Features', 'Social Media', 'Domain Names', and 'SEO'</li> </ul>
13:15	<b>Lunch</b>
14:00	<p>Overcoming Objections</p> <ul style="list-style-type: none"> <li>➤ Session led by Phil Jagers</li> </ul>
14:20	<p>Customer Retention</p> <ul style="list-style-type: none"> <li>➤ Session led by Steve Axtell</li> </ul>
14:40	<p>Sales Presentation</p> <ul style="list-style-type: none"> <li>➤ Session led by Oliver Brock</li> </ul>
15:00	<p>Telesales</p> <ul style="list-style-type: none"> <li>➤ Session led by Pauline Young</li> </ul>
15:30	<p>Networking and Motivation</p> <ul style="list-style-type: none"> <li>➤ Session led by Charlie Lawson from BNI</li> </ul>
16:15	<p>Open Panel for general discussion</p> <ul style="list-style-type: none"> <li>➤ This session allows for questions / queries / ideas / enquiries from franchisees not raised throughout the day</li> </ul>
17:00	<b>Close</b>