

Association Development: Franchising
April 17 – May 15, 2004

Association Development Topics

- Association Creation and Reorganization
- Event Planning
- Financial Management
- Fundraising
- Human Resource Management
- Industry Lobbying Representation and Advocacy
- Inter-association cooperation
- Marketing, advertising and media
- Member Services
- Project Management and Strategic Planning

General Business Environment and Franchising Topics

- Business Plan Development
- Co-branding vs. Multi-branding
- Competitive Analysis and Market Research
- Contracts
- Corporate Governance
- Customer Service
- Domestic vs. Foreign Master Franchises
- Human Resource Management
- Intellectual Property and Trade Marks
- Investment Strategies
- Laws and Regulations Governing Franchising in the United States
- Licensing
- Marketing and Advertising
- Negotiation Skills
- Resources for Franchisers/Franchisees
- Royalty and Franchise Fees
- Selling/Buying Franchises
- Sources of Financing
- Strategies for Franchise Expansion and Growth
- Technology in Franchising