



# Field Fisher Waterhouse franchise learning curve

## How to franchise your business- A proactive participatory experience Thursday 2 April 2009

**Venue:** Field Fisher Waterhouse LLP, 35 Vine Street, London, EC3N 2AA

### An interactive seminar with no set speeches

Join the managing director of a fictional company as he spends the day in a series of interviews with specialist advisors during which he will discover:

- What franchising involves, including the downsides
- Whether it will provide an alternative method of expansion in the domestic market place
- How to franchise his business
- The different models, relevant to different sectors
- What his banker may be able to do to assist both his company and in due course the franchisees
- The role of the British Franchise Association
- The legal issues involved in franchising and running a franchised business

Delegates are encouraged to participate fully throughout with their own questions and concerns so a vast range of issues and a lot of detail is teased out during the course of the day, including issues relevant for their own businesses and planning.

By the end of the day the managing director should know whether franchising is relevant for his business, and how to go about it.

**The client:** Managing director of a fictional company  
Brian Duckett – Managing Director, Howarth Franchising Limited

**The banker:** Cathryn Hayes, Head of Franchising, HSBC Bank

**His guide for the day:** Dr Martin Mendelsohn, Chair of Field Fisher Waterhouse LLP's franchise group and visiting professor of Franchise Management, Middlesex University Business School

**The legal team:** Led by Chris Wormald, Joint Head of Franchising, Field Fisher Waterhouse LLP supported by Mark Holah, Partner, Field Fisher Waterhouse LLP (intellectual property)

### Programme:

09.30	Registration and coffee	13.45	Afternoon session 1
10.00	Morning session 1	14.45	Coffee break
11.30	Coffee break	15.00	Afternoon session 2
12.00	Morning session 2	16.45	Seminar Ends
13.00	Lunch		

### 5 SRA CPD points

All delegates are invited to join us for drinks after the seminar.

This seminar is for franchisors and prospective franchisors only

*Field Fisher Waterhouse is rated by the independent legal directories Legal 500 and Chambers 2009 as the UK's leading franchising law practice, and is unique in being recognised by Chambers 2009 as having six experts in franchising.*

**All seminars are free of charge and are held at Field Fisher Waterhouse's London office. For further details please call Louise Wong on +44 (0)20 7861 4118 or to reserve a place on the seminar please email [seminars@ffw.com](mailto:seminars@ffw.com)**