



franchising expo & business opportunities

Friday

The Daily Newsletter for Exhibitors. Day One. Friday 21 August 2015

Welcome to the Melbourne Franchising Expo!

It gives me great pleasure to welcome you to the Franchising & Business Opportunities Expo right here in Melbourne. This is the third and last show for the year and will be the best yet. We have more exhibitors and expect a solid crowd every day.

This last twelve months have seen a surge in interest in franchising as people realise it is a great time to start your own business, and even better to do it with the backing of an established brand. Continuing low interest rates, tax incentives and job insecurity should encourage even more people to start this exciting journey.

Good luck with your stand. Remember our friendly team are here to help. If you need anything please come and see us in the organiser's office.

Fiona Stacy



Welcome to our Malaysian friends

This year we are delighted to welcome a group of twelve Malaysian Franchisors to the Melbourne show for the first time. The impressive national pavilion has been coordinated by the Ministry of Domestic Trade with the assistance of the Malaysian Franchise Association.

Work the crowd

This weekend is a wonderful chance for you to meet new recruits for your business. Make sure you engage with all the passing traffic and get them excited about your opportunity. Of course not every visitor is right for you, but there will be some absolute gems. Make sure you smile, be positive, ask lots of questions and organise a follow up call after the show. If they are serious they will welcome your approach. If not then nothing is lost!

Exhibitor drinks tonight

To help celebrate opening day there will be free drinks for exhibitors this evening. Just bring your team to the Seminar Theatre at the back of the hall after closing. Drinks will run from 5pm - 6pm. It is a great chance to relax and network.



What's on today?

- 8.00 Halls open
- 8.00 FCA Breakfast
- 9.45 Loading dock closes
- 10.00 Show opens**
- 11.00 Is franchising right for you?
- 11.30 The importance of research
- 12.00 How to build a \$50m franchise
- 12.30 Franchising from inside out
- 1.00 FCA panel session
- 1.30 Should I franchise my business?
- 2.00 Is franchising right for you?
- 2.30 FCA panel session
- 3.00 Run a business to minimise tax and maximise asset protection
- 3.30 Avoiding problems and building strong relationships
- 5.00 Show Closes**
- 5.00 Exhibitor Drinks**

Social Media

To maximise your success at the show follow these simple social media tips supplied by Your Social Village on stand C36:

- Like the show on Facebook, check-in and post some shots from your stand. Invite all your friends to come down and visit.
- Follow @franchisingexpo on Twitter. Retweet some of our messages and send some of your own. Our hashtag is #franchisingexpo

Shell scheme stands

Most exhibitors are supplied with a shell stand including walls, carpet, lighting, nameboard and power point. Please take care not to damage the walls or attach anything to the fascia. If you need to hang a sign we suggest a hook over the top of the wall or two sides of good quality Velcro tape. For questions on stands, power and furniture please see Harry the Hirer.

Exhibitor Tips

- Be open and welcoming
- Ask visitors questions about their plans
- Tell them why your business is so special
- Get a feel for their budget and timeframe
- Make appointments to meet after the show
- Thank them and move to the next visitor
- Take regular breaks and keep smiling ;)



Exhibitor Lounge

If you are looking for a place to relax, hold a small meeting or make a cup of tea then try the exhibitor lounge. It is located at the front of the hall, along with the organiser's office.

Franchise Council events



Yesterday the FCA hosted the Seek Commercial Excellence in Franchising Awards right next door at the Hilton Hotel. Award winners will be listed in the Daily News tomorrow. This morning they are holding a breakfast for member here on the show floor. For info see the FCA on stand A1.

Bookings are now open for 2016

Next year the Franchising & Business Opportunities Expos will be running in Sydney, Perth, Brisbane and Melbourne. Bookings open today so you can choose a great stand and receive the best price. All stands booked onsite have a 45 day cooling off period so there is no risk. Just complete the enquiry form left on your stand this morning and hand to Fiona or Cathie, or bring it to the team in the Organisers Office.



T 03 9999 5460

E franchising@specialisedevents.com.au

M Fiona 0488 161 212

W www.franchisingexpo.com.au

Where can I find it?

Organisers Office

You can collect your exhibitor badge and ask questions at the organiser's office, located at the front of the hall with the exhibitor lounge.

Toilets

Toilets can be found in the venue foyer and at the rear of the hall near the cafe.

Storage

There is free storage behind the seminar theatre. Please ensure goods are stacked neatly and clearly labelled.

Teller Machines

Located in the foyer of the exhibition centre.

Banks

The nearest banks are located on Clarendon Street in South Melbourne. NAB at 260, Commonwealth at 277, Westpac at 301 and ANZ at 307 Clarendon Street.

Supermarket

Woolworths is on the corner of Cecil and Market Street in South Melbourne. Coles is on the corner of Clarendon and Coventry Streets. Both are open 6am until midnight.

Convenience Store

There is a convenience store at the bottom of the Hilton Hotel. The MCEC also have a good selection of items in their café at the Clarendon Street end of the building.

Officeworks

Officeworks is located at 231 Kings Way in South Melbourne. Open 7am-9pm weekdays and 9am-7pm weekends.

Hardware

Bunnings is located at 501 Williamstown Road in Port Melbourne. Open until 9pm Friday and 6pm Saturday.

Free wi-fi

For free wireless select 'M Connect'. A web page will pop up and you need to agree to the conditions before it will work. Note it is speed limited.

Restaurants

There are many bars and restaurants along the river in front of the venue. There are also dozens in the Crown complex next door.

Parking

Exhibitors can park underneath the building and only pay \$16 per day if you collect a coupon from the organiser's office before you leave. If you have parked in the outdoor carpark you might like to buy a coffee or paper in the shopping centre and get a half price voucher.