

FRANSERVE'S 2019 CONVENTION: Going to the Next Level



Set against the visual beauty of the Denver Rockies, FranServe – the largest franchise consulting and expansion organization – held its 2019 convention last month with 400+ people in attendance. The word on the street that is most frequently used to describe the FranServe event was “epic” and with good reason. Along with the convention format to foster relationships between franchise consultants and franchisors, the event also included a Franchise Fair, a full day of industry training, three key speakers, and a bustling expo room. The mission intent was to take franchise attendees’ businesses to the next level, and this was indeed achieved.

Speaker highlights include Robert Cresanti, CEO and President of the International Franchise Association (IFA). Robert called the event “exceptional” and was the keynote speaker, outlining his thoughts about the nature of franchising. This included his thoughts on the role that the IFA plays and the importance of everyone in the industry being aware of issues on the table. Working together to achieve goals was emphasized and well received.

RainTree’s Brent Dowling, CEO and Ashly Loza, Director of Brand Development, provided an outstanding presentation on social media and SEO, focusing on lead generation and marketing. It was a fun, upbeat, and high energy session with the audience fully engaged in this hot topic!

The final speaker, Joe Mathews, CEO of Franchise Performance Group, knocked it out of the park. No surprise given Joe’s 35 years of experience working with more than 100 brands. He provided data on the cycles within franchising and the upcoming changes the industry will see. While change is off-putting to some,



- 1 Robert Cresanti
- 2 FranServe consultants enjoying lunch
- 3 Alesia Visconti and Joe Matthews
- 4 The team from RainTree
- 5 Alesia Visconti and Robert Cresanti
- 6 FranServe Expo
- 7 Alesia Visconti with Rob and Sue Bennett
- 8 Alesia Visconti with Mark Jameson



Joe encouraged us to get ahead of it and use it to our advantage. “Look to be a disruptor,” Joe said. It was an excellent perspective for growing our businesses – and the audience found his words creative and exciting!

Alesia Visconti, CEO of FranServe says. “Joe was the first person in the industry ever to call her a disruptor (a huge compliment!)”, and FranServe’s event is an excellent example of why he said that. Never content to do the norm, Alesia added a bonus day to the schedule to accommodate a public Franchise Fair to help brands grow. She also ensured FranServe Franchise Consultants were privy to a full day of training by top Franchise Consultants. The event was designed with innovative ways to foster attendees’ growth and education.

“The convention is a one-of-a-kind experience!”
 said franchise brand attendee, Rich Helm, Director of
 Franchise Development for Office Pride,
**“Great convention! For me, it’s more like a family.
 I don’t get that feeling with other groups.”**

Indeed, the tone of the event is unique, with smiley face emoticons galore, a warm and open vibe, and extensive interaction for all. “We take business very seriously, but never ourselves,” said Visconti – who wore Batman high heels on the last day.

FranServe’s 2020 Convention will be “where the magic happens” – at Disney’s Yacht and Beach Club, Orlando, FL, July 12-15. Convention registration will be open next month. For more information, visit www.FranServe.com.