

Hot Concepts: How Consumer Services Have Changed Franchising

Retail continues to evolve at a break-neck pace including the world of franchising. As it does, consumer services and local services have become the traffic drivers of the day. Join us as Franchise Times informs us on what's happening in the franchise industry as it evolves along with the broader retail trends. Learn how to capitalize on this trend in your trade areas and buck the dreaded Amazon effect. Then we'll dig deeper into franchising specifics from boutique fitness to big box gyms with an interactive Q&A session featuring Self Esteem Brands, which includes Anytime Fitness, Basecamp Fitness, Waxing the City and The Bar Method.

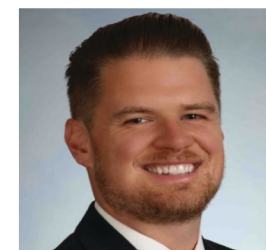
Overall program topics will include:

- Today's trends in franchising
- What's hot? What's not in franchising and how to spot them
- Self Esteem Brands - Synergies, competition and the rapid growth of consumer services
- Fitness Retailers - Design, buildout, technology and regulations
- And more...

Featured Panelists:



Nick Upton
Restuarants Editor
Franchise Times



Mark Norman
Vice President - Real Estate
Self Esteem Brands, LLC

DATE: **Wednesday, March 4th, 2020**

TIME: **7:30 am - 9:30 am**
7:30 Registration/Networking, 8:00 Program
9:30 Adjourn/Networking

LOCATION: **Doubletree Hotel Minneapolis Park Place**
(1500 Park Place Boulevard, Minneapolis)

REGISTRATION: Visit msca-online.com or call (952) 888-3491

1.5 hours Real Estate Continuing Education Credits applied for.

COST: **\$35 MSCA member, prepaid**
\$50 MSCA member, at door
\$70 Non-member
\$30 Student/Intern

- Pre-registration ends at noon on March 4th
- No shows will be billed
- Substitutions or cancellations are allowed 24 hours in advance