

ENCOURAGING WOMEN INTO FRANCHISING - EAST REGIONAL MEETING

Date: Tuesday 9 May 2017

Time: 10/10.30 am to 12.30 pm

Venue: Birketts LLP Cambridge Office, 22 Station Road, Cambridge, CB1 2JD

Attendees: Vicki Mitman (VM) (Birketts) - Chair, Mark Scott (NatWest), Stuart Lee (Atlas Mapping), Cecily McQuade (MamaBabyBliss), Karina Hirani (MamaBabyBliss), Adam Knight (Coconut Creatives), Sarah Lewis (Birketts), Jan Mitman (ex-franchisor and consultant), Victoria Sharp (Avanti), Amanda Wigzell (Little Squigglers), Natalie Carman (Birketts), Carole Rose (AlphaBake Cookery).

VM welcomed everybody to the meeting. VM ran through agenda and introduced Adam Knight from Coconut Creatives who would be delivering a presentation on on-line marketing for recruitment including paid advertising and social media.

- (1) Introduction - all attendees stated name, company, what they do and what they were looking to get out of the meeting.
- (2) About EWIF - VM detailed EWIF's mission and service offering including details of the EWIF regions (East, South, London, North, South West and Midlands), the EWIF management structure (including the Chief Executive, National Chair and National Finance, Membership & Admin Executive) and National Events Calendar.
- (3) National Events - VM informed the group about the EWIF annual awards ceremony 2017 to take place on Tuesday, 16 May at 250 Bishop Street, London sponsored by Nat West including guest speaker Melody Hossaini. Discussion generally about the awards ceremony and its growing popularity over the last few years. Discussion about awards finalists and all details contained in the Slides. VM urged people to attend the EWIF awards if at all possible - the event is free to attend and always a great day with great speakers. Several people confirmed they wished to attend.

National Conference 2017 - to be held in Northampton at the Staverton Park Hotel on 21 September 2017, from 9.30 to 3pm including lunch. Free to attend for all members.

- (4) Regional Plans - VM highlighted EWIF regional plans for 2016/2017 including:
 - increase awareness of EWIF among target groups (those target groups are (i) women looking to become franchisees; (ii) women business owners looking to expand their business through franchising; (iii) franchise owners

that had businesses suitable for women franchisees but where women are currently under represented);

- present at more events and get in front of target audience;
- inspire, encourage, education and support more women into franchising;
- grow the EWIF membership;
- establish new regional groups;
- develop links with other organisations supporting women in franchising and business generally; and
- each EWIF region to also decide on what they will do to help achieve EWIF's overall objectives. VM saying that membership in the East region was growing, as was attendance at meetings.

(5) Presentation by Adam Knight - Coconut Creative. Adam gave a very informative presentation regarding trends in on-line marketing for franchise recruitment and detailed paperclip and banner advertising.

(6) Q & A session regarding Adam's presentation.

(7) Discussion Topic - Victoria Sharp from Avanti suggested a discussion topic to follow on from Adam's presentation relating to how we can best communicate with prospective franchisee leads. General discussion from the group on this subject.

(8) Member announcements - VM stated that she had recently been elected as Affiliate Forum Chair for the British Franchise Association (bfa) and saying that she also sat on the Membership Committee for the bfa. If there were any members of EWIF who were not yet bfa members but would like to become bfa members, VM suggesting they speak to her so she can introduce them to the relevant person at the bfa.

Announcement regarding 'Showcasing Your Brand' workshop run by Coconut Creatives on 1 June 2017. Speakers include Adam Lovelock from Coconut Creatives, Clare Davis from Nova Associates, Celia Delaney from Speaking Success, Vicki Mitman from Birketts, Charlie Lawson from BNI and Mark Harman from Redbrook Production.

(9) Group photo

(10) Details for next meeting - VM said she hoped to confirm the date for the next meeting with EWIF and ensure it does not clash with any bfa events before confirming to local members. Aiming for 1 November 2017. VM thanked everyone for attending and wished them a safe journey home.