**Business Booster Agenda**

**8th December 2015 - Lea Marston Hotel,**

**The Dunston Room (confirm with reception upon arrival)**

**8.45am:** Arrival - Tea & Coffee

**9.00am:** Welcome, purpose and outcomes

**10.00am - 12.30pm:** Growth & Expansion - Franchise Network ‘Good practice’ examples Q & A;

* **Jon Mills;** How we increased income AND saved 50 hours per term by converting all Extra Curricular bookings to Online only
* **Danny Melling;** How we now pay AP’s £17k salary and achieve a 30% OP with our new company structure
* **Elliot Anderson**; How I arranged 38 sales meetings in Autumn term 1 which will potentially return £1/4Million over two years.
* **Danny Bloomfield;** How to continue to grow your business without reaching personal capacity. Phase 1 and phase 2 of selling & upselling.
* **Phil Gaffer;** Franchisees who have built wealth by adding new territories into their existing company structures. How they have done it and at what cost.

**12.30pm - 1.15pm:** 2 course hot lunch and networking

**1.15pm - 2.30pm:** ‘Speed dating’ style networking – increase Price, Volume & reduce cost (waste)

**2.30pm - 3.00pm:** Wrap up and actions / commitments.

Can’t wait to see you all there,

**Premier Education Group**

**Top 10 t/over franchises by numbers:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Top 10 best** | **Top 10 Avg.** | **Network Avg.** | **My Business** |
| Turnover | £ 839,253.00 | £ 381,260.00 | £ 166,000.00 |  |
| Growth £ | £ 188,000.00 | £ 73,600.00 | £ 21,276.00 |  |
| Growth % | 54% | 25% | 25% |  |
| Penetration | 55% | 32% | 15% |  |
| Schools work with | 77 | 42 | 20 |  |
| Avg school spend | £ 14,455.00 | £ 9,691.00 | £ 5,885.00 |  |
| Holiday income | £ 69,642.00 | £ 32,364.00 | £ 10,998.00 |  |
| Parents booking holiday courses | 2188 | 858 | 267 |  |
| Avg parent spend on holiday courses | £ 69.72 | £ 40.95 | £ 41.21 |  |
| Parents booking EC events | 3108 | 1542 | 533 |  |
| Parent funded EC income | £ 91,260.00 | £ 47,240.00 | £ 20,332.00 |  |
| Avg parent spend on EC events | 65.94 | 35.41 | 38.16 |  |