



# **TAKE AWAY**

WHAT DO YOU TAKE AWAY  
FROM YOUR EVENTS?

VERY LITTLE?

MAYBE AN UNHEALTHY SLICE OFF  
YOUR BOTTOM LINE?

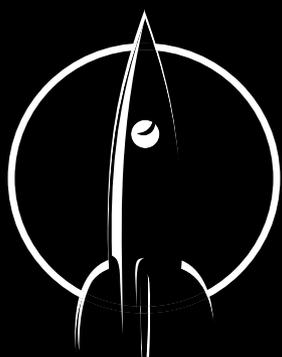
IT'S DEFINITELY TIME TO UPSIZE AND  
MAKE YOUR NEXT EVENT SIZZLE.

## THE FRANCHISING INDUSTRY ISN'T LIKE OTHER BUSINESSES.

So you need an events organiser that understands franchising. Specialists who make events happen so that they actually work for you, not against you. Events that give you the results you're after.

## YOU NEED THE LAUNCH PAD

We're an events agency that specialises in just one thing: events for the franchise industry. No other agency in Australia has this focus.



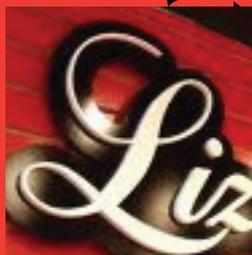
## WHAT MAKES THE LAUNCH PAD DIFFERENT?

Our business didn't just happen by accident. We've deliberately combined years of experience in franchising and marketing with a second-to-none understanding of how to run a huge range of award-winning events. That's the formula that powers The Launch Pad.

We've been involved from the ground up with new franchises; developing sales and operations teams, finding just the right locations, negotiating with landlords and suppliers, staging road shows, establishing mentor teams and setting up training programs for operations, sales, marketing, customer service and profit and loss.

In the events business we've done everything from awards nights to sales conferences, expos, team building and motivational gigs, launches and incentive planning. Anything from ten people in a room to more than a thousand on an island.

So, that's what makes us different – we know your world, we know what makes it tick and what you need to get out of your staff and franchisees to make your business flourish.



## WHY DO YOU HAVE EVENTS?

Simple. To build your business, make more money for your franchisees and for your franchise.

Yes, you want to launch new products or services, reveal new branding or add some spice to franchisee motivation and engagement, but fundamentally the bottom line is always ... your bottom line.

We know that. That's why everything we do when we talk to you and plan your event is aimed at one ultimate target: results. What do you want to achieve? How can we do that and, just as importantly, how can we measure our effectiveness to make sure you get the results you want? Everything else is, literally, set dressing.





## BRIAN PRETORIUS

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Mission Controller

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Brian is well known and respected for his work building the nation's fastest growing non-food franchises. Following a successful career in sales, marketing and management, for fifteen years Brian helped United Franchise Group's fledgling SIGNARAMA and EmbroidMe franchises expand to 150 locations across Australia.

Over the past few years Brian has specialised in staging major franchise industry expos, conferences, roadshows and events. His efforts have been so successful for United Franchise Group that franchisees have considerably increased sales and their bottom line and were motivated enough to register for future expos before their dates and venues were announced. Brian gets results that franchisers demand.

Brian Pretorius has also been active on many national and local franchise councils and support groups, helping the industry grow and individual franchisees succeed.

## ROB FRANK

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Ground Controller

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More than 25 years making great events happen for some of the most iconic international and Australian brands.

Nine years running his own multi-award winning event management company. Creating conferences and events all over Australia and around the world. Rob Frank lives for events.

Rob uses every skill and trick in the events book to capture the imagination of audiences and make them sit up, take notice and participate.

His passion is making sure audiences 'get it' then take 'it' back into their professional life.



# THE LAUNCH PAD

WHERE FRANCHISE EVENTS BLAST-OFF



**THE LAUNCH PAD**  
FRANCHISE CONFERENCE & EVENTS

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