

Speaking Engagements

William Sentell and Robert Smith to Speak On International Expansion Planning and Resourcing

February 28, 2022

3:00 PM – 5:20 PM PT

San Diego Convention Center
111 West Harbor Drive
San Diego, CA

William Sentell and Robert Smith will each host a Thought Leadership Roundtable at the International Franchise Association (IFA) 2022 Annual Convention. Smith will lead a discussion related to international expansion, while Sentell will host a roundtable related to ownership of customer data and related security issues. The roundtables, which are among the convention's most popular offerings, are designed to help attendees focus their learning. The IFA Annual Convention is a four-day event that brings together franchisors, franchisees, suppliers, and other industry professionals to network, learn, and grow their business.

Register

[Click here](#) to register for this event.

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William W. Sentell

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