



Experts from Facebook, Google and McDonald's Canada to Deliver Keynote Presentations at the 2015 CFA National Convention

Over 500 franchise industry leaders expected to attend Canada's premier franchise education and networking event from April 12-14 in Niagara Falls, Ontario

(Toronto, ON) April 1, 2015... Experts from Facebook, Google and McDonald's Canada will deliver keynote addresses at the 24th annual **Canadian Franchise Association (CFA) National Convention**, to be held from April 12 to 14 at the Sheraton on the Falls in Niagara Falls, Ontario.

Over 500 franchise professionals are expected to attend this year, representing Canada's leading brands including McDonald's Restaurants of Canada, PropertyGuys.com, M&M Meat Shops, Dairy Queen Canada, Boston Pizza International, Kumon Canada, Nurse Next Door, Cara Operations, Mister Transmission, Royal LePage and A&W Food Services of Canada.

"As the premier event for franchising in Canada, the CFA National Convention offers unmatched learning and networking opportunities for all franchise professionals, from new and established franchisors to franchise industry suppliers," says Lorraine McLachlan, CFA's President and CEO. "With a powerful lineup of Keynote Speakers and over 40 educational sessions to choose from, the CFA National Convention provides a forum for franchise business leaders to network, share ideas and work together to shape the future of franchise excellence in Canada."

Rounding out three days of in-depth educational programming, CFA National Convention will feature three Keynote Speakers:

- **Alfredo Tan, Group Director of Marketing Solutions, Facebook Canada**, will highlight what's new in digital marketing for 2015 and present a case study on how A&W Food Services of Canada has used Facebook to connect with local customers.
- **Jazz Samra of Google Canada and Darryl Margaux and Matthew Glickman**, of SearchKings, along with a panel of franchisees, will share tips for mastering the art of search engine marketing.
- **Bill Johnson** will share insights learned on his journey from **McDonald's** crew member to CEO, President and Chairman of the chain's Canadian operations during an interactive Q&A session.

In addition to learning and networking, attendees will celebrate their peers at the much anticipated Gala Awards Presentation on Monday, April 13, where CFA will announce the winners of the **CFA Awards of Excellence in Franchising, Franchisees' Choice Designation** and **CFA Recognition Awards**. These highly coveted awards celebrate excellence in franchising and the mutually-rewarding relationship between a franchise system and its franchisees.

For more information about the 24th annual **CFA National Convention**, the **CFA Awards of Excellence in Franchising, Franchisees' Choice Designation**, and the **CFA Recognition Awards**, visit www.cfa.ca/NationalConvention.

About the Canadian Franchise Association

The Canadian Franchise Association (CFA) is the recognized authority on franchising in Canada. With 600 corporate members nation-wide, representing many of Canada's best-known brands, CFA is the indispensable resource for the franchise community and advocates on behalf of franchisors and franchisees in Canada to enhance and protect the franchise business model. CFA promotes excellence in franchising and educates Canadians about franchising, specific franchise opportunities and proper due diligence through its many events, programs, publications, and websites (www.cfa.ca and www.LookforaFranchise.ca).

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For media accreditation, more information, and/or to arrange an interview with Lorraine McLachlan, CFA President & CEO, or any of the speakers or award winners, please contact:

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