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BEYOND ENTREPRENEURSHIP: SALONE FRANCHISING MILANO PRESENTS THE TRAINING EVENTS PROGRAMME

A three-day event packed with engaging topics and valuable advice for those looking to start a new franchised business or grow an existing one.

Milan, 12 September 2024 – Digitalisation, internationalisation, real estate and financial aspects: **Salone Franchising Milano** is ready to unveil the **official Main Stage programme** for the upcoming edition of the event, organised by Fiera Milano and scheduled to take place **from 26 to 28 September 2024** at **Allianz MiCo**.

Knowledge drives innovation and growth, and through an **outstanding training offering**, the Salone remains an unmissable reference point for those already operating in the sector or aspiring to join. At the same time, it helps create a dynamic and competitive ecosystem where every franchising player can thrive, allowing participants to stay updated on the **latest industry trends**, discover **new business opportunities**, and enhance their entrepreneurial skills.

Thanks to a programme developed in collaboration with **Retail Hub** – a leading tech company in the retail world that specialises in innovation scouting and advisory, and a content partner of Salone Franchising Milano – the Main Stage will be an outstanding educational platform. It provides a unique opportunity to acquire knowledge, skills, and inspiration directly from industry leaders. Participating in these sessions means connecting with **over 60 nationally and internationally renowned experts**, sharing experiences and best practices, and accessing exclusive content that can make a difference in the entrepreneurial journey of each attendee. The sessions are designed to be interactive, encouraging networking and fostering lasting professional relationships.

TRAINING FOR GROWTH: WORKSHOPS AND SESSIONS AT THE SALONE

Franchising is shaped by several trends that promise to revolutionise the sector, mainly based on the analysis of consumer behaviour and expectations. Each Main Stage session has been designed to delve into critical issues and provide practical tools to tackle current market challenges. **Digitalisation** and technology play a crucial role in improving operational efficiency and customer experience. E-commerce and **omnichannel approaches** will become essential, integrating physical stores and online

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platforms to offer a consistent and complete customer experience. According to Doxa research on consumer habits, over 90% of the sample believes that omnichannel strategies make the purchasing process more informed, simpler, and flexible, reducing the time needed to complete a purchase. Furthermore, 88% consider it important for a brand to offer smooth, integrated shopping experiences, and 70% believe that only a few brands are able to provide a high level of solutions that combine the digital experience with in-store shopping. Focusing on the **customer experience** becomes essential, with tailored experiences based on data analysis and innovations in customer service, such as chatbots and virtual assistants. Personalisation, in fact, is identified by Doxa as one of the top three drivers of the retailer-consumer relationship, with customers appreciating services tailored to their needs and feeling valued in their uniqueness. Confirming this trend, 68% are willing to share their data with trusted brands in exchange for personalised services. With 46% of consumers stating that they are more demanding regarding **sustainability** than they were 4–5 years ago, this issue has also become central to corporate strategies through the pursuit of eco-friendly practices and increasingly widespread social responsibility initiatives.

In parallel with these trends, there will also be a focus on strategic management topics. Notably, **financial aspects** will be addressed, including an analysis of traditional tools, innovative crowdfunding models, and resources provided by governmental bodies to support entrepreneurship, alongside the latest acquisition strategies adopted by investment funds to promote the sustainable growth of franchisors. In a context of strong growth in both the retail and franchising sectors, **internationalisation** also plays a key role, with discussions dedicated to the challenges and opportunities for those looking to expand their business globally.

Particular attention will be paid to **real estate**, exploring best practices in the field and how to identify and evaluate ideal locations for new openings. Lastly, to maintain high-quality standards and meet consumer expectations, the critical issue of **performance management** will be addressed, explaining the key tools available and their correct use to evaluate the success of both franchisors and franchisees.

Further demonstrating the educational focus of Salone Franchising, the next edition of the event will provide an opportunity to present the **Executive Programme in Franchising Management** from the **Luiss Business School**, the Business and Management School of Luiss Guido Carli.

Starting in October in Rome, this training initiative will be divided into six modules and organised on a part-time basis to accommodate participants' professional commitments. Aimed at franchising managers, SME entrepreneurs, and professionals, the programme offers a comprehensive and structured curriculum designed to improve skills in the franchising sector, combining theory and practice in a high-level managerial training

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course. The challenges faced by both franchisors and franchisees will be explored, fostering the development of key soft skills and enabling participants to strengthen their professional network.

The Main Stage programme is available [here](#).

Salone Franchising Milano will take place **from 26 to 28 September 2024 at Allianz MiCo**.

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