

[ENCOURAGING WOMEN INTO FRANCHISING]

YEAR TO REMEMBER

2016 has been one of the most successful 12 months in EWIF's history

With a record number of entries at this year's awards ceremony and

more members attending its national conference than ever before, EWIF is becoming stronger year on year.

The conference is a great platform for members to come together, network and share their ideas and expertise. Celia Delaney and Clare Davis were guest speakers and they inspired members to go forward and achieve their goals.

NATIONWIDE NETWORK

It's great to see so many men and women who are willing to share their time and knowledge with a room full of people. EWIF is proud of how the organisation is developing. Its ethos and cause is spreading - EWIF now covers the whole of the UK with its regional meetings.

Celia says: "I was delighted to be asked to speak at the EWIF conference this year. It's great to see so many business women and aspiring business women and men in the same room.

"EWIF is a great network to be part of because everyone is willing to spare their precious time to help others, which is quite rare. The EWIF community seems to be growing every year and I think they're having a great impact on trying to encourage more women into franchising.

"With such a great network available to be part of, who wouldn't want to join?"

By attending events such as the EWIF national conference, members can network with some of the biggest brands in the franchise industry, as well as some of the smallest.

For those looking to take their first steps into the franchise industry,



either as a franchisee or franchisor, attending EWIF events is a great introduction and way to speak to those already in the industry.

CREATING A COMMUNITY

Sarah Carlile, founder of franchise recruitment marketing company Coconut Creatives and national co-chair of EWIF, says: "I look forward to the EWIF conference every year and it's something we're extremely proud to be part of at Coconut Creatives.

"The figures for women in franchising seem to have dropped, so it's now more important than ever that we continue to push EWIF and create a community that gives business women

the encouragement and support they need to be successful.

"There were more people than ever at the conference this year, so I'm looking forward to seeing what the awards bring in May next year."

EWIF's primary focus is to support women who are looking for a route into the franchise industry. Its remit is threefold - to encourage women to consider buying a franchise, to encourage business women to franchise their existing operations and to help franchisors attract more women to their networks.

EWIF is a not-for-profit organisation run entirely by volunteers, providing advice and guidance to anyone wanting to break into the franchise industry.



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★ INFORMATION

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