


[Home](#) | [Franchisor](#) | [Franchisee](#) | [Franchise News](#) | [Education](#) | [Franchise Research](#) | [Blogs](#) | [Shop](#) | [About Us](#) | [Contact Us](#)
[Franchise Management Forum 2012](#)
[Franchise Performance Metrics Report 2011](#)
[About Us](#)
[Education](#)
[Contact Us](#)
[Industry News](#)
[Franchisor](#)
[Home](#)
[Franchise Advice](#)
[Blogs](#)
[Franchise Research](#)
[Main Menu](#)

Polls

How are you anticipating your franchise sales to perform this festive season?

- Less than last year
- Same as last year
- Better than last year
- Unsure

New franchise faculty shares expertise with sector

Written on the 8th of July 2013 by Fiona Taylor

A new initiative connecting leading franchise experts and their know-how and experience with the sector is being launched by the Asia-Pacific Centre for Franchising Excellence.

The first franchise practitioner to be featured as part of the 'Franchise Faculty' initiative is former CEO of Brumby's Michael Sherlock.

Michael has more than 30 years franchising and business experience and was also recently appointed Adjunct Professor with the Griffith Business School.

In this short video below, Michael shares his insights on 'Unleashing the Power of Public Relations (PR) in Your Franchise' – an area of high value and low cost, that is overlooked by a number of franchises.

Unleashing the Power of PR in your franchise

In this first video, Michael discusses what makes public relations so valuable, how to create national exposure for your franchise using the media and insights on leveraging [opportunities](#) for maximum impact based on real case studies from his time at Brumby's.

What opportunities are there for you to leverage public relations opportunities in your franchise?

To make the most of Michael's open and insightful perspectives, take two minutes now to write down three potential PR

opportunities you can investigate further.

And, if you haven't already, you may also consider acquiring the services of a public relations consultancy as per Michael's suggestion to assist with publicity idea generation and implementation.

More Franchise Faculty

As part of this new 'Franchise Faculty' initiative the Centre is selecting key franchise practitioners to help share their knowledge with the franchise sector and advance franchise best [practice](#).

Members of the Franchise Faculty include leading franchisors, franchisees and head office professionals who give their time freely to give back to the sector.

The Franchise Faculty is an on-going initiative with further members to be featured in coming weeks.

Being on-going the Centre invites expressions of interest from experienced franchise practitioners. Female franchise practitioners are particularly encouraged to [apply](#).

The honorary position is for 12 months, and involves sharing your insights and expertise developed from your franchising experience.

Also if there are particular challenges or experts you'd like to hear from, please let us know and we'll do our best to include

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