

**37th Annual
International Society of Franchising Conference
June 12-14, 2024
Babson College
(Boston, Massachusetts, USA)**

Tentative Schedule

Wednesday June 12th, 2024

10am-4pm: Franchising Industry and Practitioner Engagement
4pm-5pm: ISoF Chair Welcome and Keynote Address
5pm-7pm: Opening Reception

Thursday June 13th, 2024

9am-12pm: Research Presentations
12pm-1pm: Lunch
1pm-4pm: Research Presentations
6pm-9pm: Dinner

Friday June 14th, 2024

9am-12pm: Research Presentations
12pm-1pm: Lunch
1pm-3pm: Research Presentations
3pm-4pm: ISoF Business Meeting
6pm-8pm: Boston River Cruise