

## Planning TOR for ATMOST Business Loft Talk

### ATMOST Business Loft - Invest Right: Franchise & Property Game Plan

#### Objective:

The event focuses on helping participants develop practical and strategic investment plans in the franchise and property sectors, providing clear, actionable guidance.

It addresses the confusion many aspiring investors face by offering step-by-step strategies for navigating these competitive industries.

#### Concept:

The event blends a talk show with interactive workshops, where participants actively create investment strategies through simulations. It also features booths from top franchise brands providing direct access to information and exclusive deals.

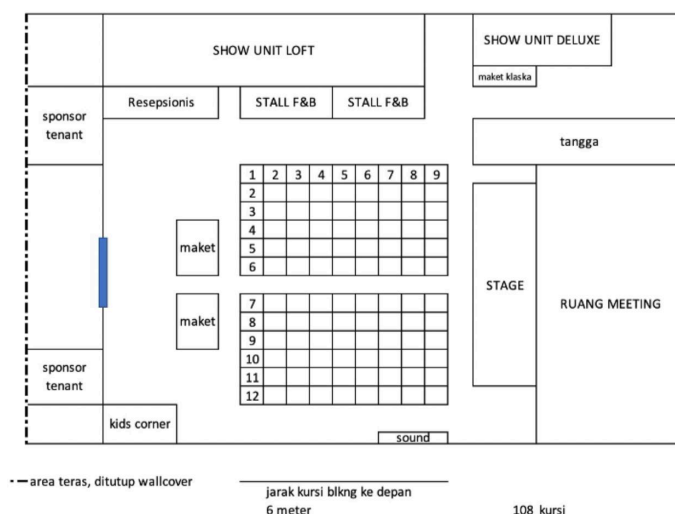
#### Target Audiences:

- Investors
- Franchise owners
- Property investors
- Young professionals looking to diversify their income
- SMEs interested in franchising

#### Overview

- Date : 23 November 2024
- Time : 12-6 pm
- Venue : Klaska Residence Marketing Gallery, Jl. Jagir Wonokromo No.100, Jagir, Kec. Wonokromo, Surabaya
- Participants : Target 100 pax

#### Layout



## **Rundown**

- **10:00 - 12:00 (120 minutes) Preparation**
  - Booth preparation
  - Talk show venue preparation
- **12:00 - 19:00 (7 hours) Booth Open for Public**
  - Booth sponsor open
  - F&B stall open
- **14:00 - 14:15 (15 minutes) Talk Show Registration Open**
  - Tour/visit booths with speakers
- **14:15 - 15:45 (90 minutes) Talk Show**
  - Talk show & practical session with speakers
- **15:45 - 16:15 (30 minutes) Q&A Session**
  - Q&A with speakers
  - Closing by MC
- **16:15 - 18:00 (105 minutes) Networking Session**