

The Brisbane Business Summit gives you the keys to optimal performance for your fitness business. During this 2-day intensive, you'll find yourself rolling up your sleeves and putting in the hard yards! This summit takes you on a unique journey that reinforces the importance of your brand, teaches you how to market your club effectively, and shows you how to sell it convincingly to the local community. You'll take home masses of ideas to market your club, all in a structured and planned way that ensures success; and, most importantly, you'll learn sales techniques to ensure that the leads you generate are turned into new members. Whether you are an industry beginner or an established veteran, these two days will enhance your operational knowledge and motivation, and leave you armed and ready for your most successful business year ever!

WHAT DOES THE BUSINESS SUMMIT INCLUDE?

- Two jam-packed days of tips, strategies, ideas and methods to help you achieve even more business success
- Unlimited access to the Brisbane Fitness Expo on Friday, Saturday and Sunday
- Inclusion in networking lunches on Thursday and Friday
- Invitation to attend the Network 06 Keynote Address on Friday
- Invitation to attend Thursday night cocktail reception hosted by Australian Fitness Network and Ezypay

DAY 1 THURSDAY 9 NOVEMBER

DEREK BARTON USA



Derek is a much sought after public speaker on advertising, public relations, branding and customer service. As the former senior vice-president of marketing for Gold's Gym International, he was responsible for helping build Gold's Gym into one of the most respected and recognised brands in the fitness industry. Derek now runs his own successful consulting and entertainment production company.

POSITIONING YOUR BRAND FOR SUCCESS DEREK BARTON USA

Most fitness business owners don't think of their facility as a brand, and therefore pay little attention to the logo, tagline, colours, signage and business cards. Whether you own a studio, a few gyms or an entire chain, branding your company properly is the first step in the right direction for success. From this session you'll learn from the companies who have made their brand a total phenomenon.

ADVERTISING: DON'T WASTE YOUR MONEY DEREK BARTON USA

Nobody turns on the television to see a commercial; nobody turns on the radio to hear an advertisement, and nobody buys a magazine or newspaper for the ads. People don't really care about advertising unless it affects them emotionally, so from this session you

can finally learn how to stop wasting your advertising dollars annoying people with the same old boring ads. Learn from those companies that know how to make us love them just for their ads.

THE 7 DO'S AND 7 DON'TS OF SELLING SUCCESS STEVE JENSEN

Take home the 7 do's and 7 don'ts of fitness sales, teaching you how to convert your prospects into members and maximise those marketing dollars. Preparing and planning your sales strategies is one of the keys to selling success, and from this dynamic session you'll learn the essential selling skills your team need, to ensure they are securing both their own and the club's income potential. You'll finally understand the importance of knowing the basic selling techniques and learn how to implement a practice-drill-rehearse culture at your club, which guarantees an increase in sales each month.

Presented by 

WHAT GETS MEASURED GETS DONE PETAR LACKOVIC

Data management is one of the only areas in sales training that, when implemented, will guarantee an individual and fitness business a higher level of success, regardless of the natural sales ability of their sales team. From this entertaining and informative session you'll learn how to measure your business' data and apply it to maximise your team's sales performance; the importance of key performance indicators; and how to conduct positive, effective and motivating team meetings that inspire your team to perform at their best.

Presented by 

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THURSDAY 9 – FRIDAY 10 NOVEMBER

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BRISBANE
BUSINESS SUMMIT

DAY 2

FRIDAY 10 NOVEMBER

NETWORK 06 KEYNOTE ADDRESS: IGNITE YOUR POTENTIAL

HEIDI DI SANTO

To successfully change your life you need the right state of mind and optimal health. Share in the secrets from 'energy expert' Heidi di Santo, one of Australia's leading motivational speakers, who'll show you how to take control of your mind and switch off negativity and procrastination to successfully make change. As a businesswoman whose early success caused her to burn out by the age of 25, Heidi is testament to how health affects the quality of life and ability to achieve dreams. From this awe-inspiring address you'll learn how to truly ignite your potential and achieve beyond your wildest dreams.

SIMPLE MARKETING TO PROVIDE YOU WITH RESULTS

JUSTIN TAMSETT

'Oh my goodness we need leads, let's put an ad in the paper' is not the optimum way to run your fitness business; yet many club owners regularly do exactly this! Brace yourself for this action-packed session that teaches you how to integrate your marketing with your business needs, your sales strengths and the wants of the community. You will leave with marketing ideas to position yourself as the 'best fitness business' in your community, and you will walk away with ideas and concepts to develop a full 12-month marketing calendar for external and internal promotions.

MAKING A DIFFERENCE WITH CUSTOMER SERVICE

DEREK BARTON USA

Why is the health club industry one of the worst businesses for retention? Why is it that two-thirds of the population of most countries are overweight, yet less than 13% of the population train in gyms? Why do more people go to Starbucks to get coffee than go to gyms to get healthy? Learn from successful companies that know the value of the customer's experience.

PROVEN MARKETING CAMPAIGNS THAT DELIVER HOT LEADS

PANEL: DEREK BARTON, JUSTIN TAMSETT, STEVE JENSEN AND JAMIE HAYES

A successful sales team is only as good as the leads it is supplied with. So how do you generate hot leads that your sales team can convert into long term members? This expert panel will cut to the chase and discuss the marketing campaigns that work and those that don't.



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BUSINESS PROGRAM AT A GLANCE

THURSDAY 9 NOVEMBER

8:30 – 9am	Business Registration
9 – 10:30am	Session 1 • Positioning your brand for success • Derek Barton
10:30 – 10:45am	Break
10:45am – 12pm	Session 2 • Advertising – don't waste your money • Derek Barton
12 – 1:30pm	Business lunch
1:30 – 3pm	Session 3 • The 7 do's and 7 don'ts of selling success • Steve Jensen
3 – 3:30pm	Break
3:30 – 5pm	Session 4 • What gets measured gets done • Petar Lackovic
5 – 6pm	Cocktail Reception • Hosted by  

FRIDAY 10 NOVEMBER

8:45 – 10am	Network 06 Opening Address • Ignite your potential • Heidi Di Santo
10 – 10:30am	Break
10:30 – 12pm	Session 1 • Simple marketing to provide you with results • Justin Tamsett • L
12 – 1:30pm	Business Lunch & Expo Time
1:30 – 3pm	Session 2 • Making a difference with customer service • Derek Barton • L
3 – 3:15pm	Break
3:15 – 5pm	Session 3 • Proven marketing campaigns that deliver hot leads • Panel: Derek Barton, Justin Tamsett, Steve Jensen, Petar Lackovic & Jamie Hayes • PA