

1-DAY WORKSHOPS

Friday 9 November

Your total fitness event kicks off with awesome specialty 1-day workshops covering all areas of fitness. You can attend a 1-day workshop of your choice, which is already included in the price of the 3-day convention.

HERE ARE THE WORKSHOPS YOU CAN CHOOSE FROM:

1-DAY PT WORKSHOP

A1A ★ The big 3 for PT - knee, shoulder and lumbar spine

Functional anatomy, pre-screening, injury prevention and exercise rehabilitation for personal trainers

PAUL WRIGHT

Do you have clients who complain about pain and cancel appointments due to injury? Are you unsure of the cause of their injury and in need of some rehabilitation exercises and programs? Do you want to market your services to the rapidly growing rehabilitation market or to generate more referrals from medical professionals? Do you need more confidence in dealing with injured clients and their therapists? Do you want to reduce your risk of litigation by knowing when to refer a patient for medical help? If your answer to any of these is 'yes', join physiotherapist and international presenter Paul Wright as he guides you through;

- ★ functional anatomy and training implications for the knee, shoulder and lumbar spine
- ★ common conditions, pathologies and training implications that all PTs must be aware of
- ★ surgical options that all PTs need to be aware of
- ★ implications for program design and injury reduction
- ★ pre-training screening tests and strategies to predict injury risk
- ★ analysis of potentially dangerous exercises and alternatives
- ★ rehabilitation program design and a host of effective rehabilitation exercises for each body part and condition

1-DAY PT BUSINESS WORKSHOP

A1B ★ How to maximise your personal training revenues

ALEX & SHERRI MCMILLAN

Addressing sales, marketing, customer service, retention, and more, the 2006 IDEA Fitness Directors of the Year, Alex and Sherri, reveal the systems, action steps and initiatives needed to maximise your earning potential as a personal trainer. Discover the language and skills needed to overcome your fear of selling, the marketing and promotional techniques to generate maximum revenue and the retention strategies to ensure that once you have your clients, you keep them. This comprehensive workshop is a must for all personal trainers looking to increase their success and profits through growth of their business.

1-DAY GROUP EXERCISE WORKSHOP

A1C ★ Achieve great instruction with crystal clear choreography and emotional connectivity

STEVE BOEDT

Are you looking for that extra 'oomph' to take your teaching skills from good to great? Do you struggle to continually create, develop and deliver fantastic choreography class after class? Do you find some participants need emotional connection to fully participate in a class?

Learn all of this and more from Belgium's finest instructor trainer! Steve shares the secrets you need to continually deliver excellent classes week after week. Discover innovative techniques to create crystal clear, high energy choreography. Then, learn how to effectively stimulate and emotionally connect with your participants using the Peak Emotion Program, ensuring that you keep them coming back for more.

This workshop is suitable for instructors who teach any style of aerobics or Step, regardless of teaching experience. Take away the tools needed to instantly create new HiLo and Step choreography and take your teaching skills to a higher level.

1-DAY MIND BODY WORKSHOP

A1D ★ Creating wellbeing through movement – The mind body connection

MONICA LINFORD

How well placed are you to deal with specific health issues? Is your approach to mind body exercise more than just exercise? Over the past decade, as the pace of society has been moving ever faster, interest in, and demand for, mind body concepts has doubled, tripled and then quadrupled. From an Eastern perspective, this demonstrates yin and yang, the natural forces of the universe, seeking balance.

To cater for the fast-paced life that so many of us now lead, a new approach to exercise and health is required. In this workshop, Monica discusses four key health issues that are all too common today: chronic fatigue, depression, work-related stress and frequent illness. Learn four preventative mind body exercise combinations from Tai Chi, Qi Gong, yoga, Pilates and Feldenkrais using the ChiBall to cultivate energy, uplift the spirit, relax the mind and re-boot the immune system.

1-DAY AQUA WORKSHOP

A1E ★ Excellence in aqua instructing

JENNIFER SCHEMBRI-PORTELLI

Two of the biggest challenges facing instructors teaching from the pool deck are demonstrating exercises that are performed with buoyancy and weightlessness and then observing, analysing and modifying participants' moves while remembering the routine. You'll tackle these challenges and more in this interactive wet'n'dry 1-day workshop.

Join Jennifer, one of Australia's most respected, energetic and fun aqua fitness instructors, to experience and learn easy-to-follow techniques for delivering classes with deeper effectiveness, captivating showmanship and well-organised routines. Integrate everything you learn and you'll become the most sought-after aqua instructor in your area!

Jennifer has been actively instructing for a long time – share some of her successful WET secrets!

1-DAY BUSINESS WORKSHOP

A1F * A day in the life of a fitness facility manager

On any given day some, or all, of the issues below can occur in a fitness facility.

- * A key employee is not performing and seems discontented (Human Resources)
- * Time is fast running out to create the Christmas promotional campaign (Marketing)
- * Monthly membership renewal figures are down by 10% (Retention)
- * It is the second week of the month and sales are way down on the monthly targets (Sales)
- * For some reason there are higher than normal member complaints (Customer Service)

How do you cope and do you have strategies in place to solve and resolve these tricky, but common, issues?

In this absorbing one day fitness business workshop you will learn how to manage staff issues, develop an awesome Christmas campaign, maintain accurate sales and retention figures with greater ease and, last but not least, how to resolve member dissatisfaction.

Recruiting, training, retaining and removing staff

JUSTIN TAMSETT

Staffing is one of the biggest headaches faced by all club managers. Join Justin in this enlightening session as he teaches you how to create, manage and retain a great team. Discover how, if you have the right staff selection processes in place, you will rarely have to make the hard call of termination.

Creating promotional campaigns that work

JUSTIN TAMSETT

Why is it that some marketing campaigns go 'gang busters' while others fail miserably? In this session Justin uses a Christmas campaign as an example of how you can create your own themed marketing campaigns – be they seasonal specials or holiday promotions. Take home a fantastic marketing campaign that you can implement in time for Christmas!

Retaining your members is easier than recruiting new ones

TANYA PIOTROWSKI

To maximise the Australian fitness industry's huge potential for growth, facility managers must start doing things differently. We know that retaining members is far more effective than marketing for new ones – systems, programs and accountability are the keys to getting results. Tanya provides ideas and strategies to solidly increase your member retention figures.

Converting walk-ins and in-bound calls to sales

STEVE JENSEN

Creating a sales culture on your frontline is easier said than done – but with good planning and training it can make a significant difference to your bottom line. Steve focuses on converting 'walk-ins' and 'inbound calls' into members. At the end of this session you'll be itching to get back to your facility to implement Steve's effective sales strategies.

Panel discussion: pearls of wisdom to create happy clients

CHAired BY JUSTIN TAMSETT

In this enlightening session each panellist highlights their experience of how to maintain happy members and identifies the factors that create the 'feel-good' atmosphere that permeates a happy club. You will have the opportunity to ask questions and share your thoughts and ideas with the panel and your fellow delegates.

This 1-day business workshop is designed for managers, new operators and anybody else involved in facility management who needs to be invigorated!

Australian Fitness Network values the support of:

