

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!

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