

Filling the missing pieces of your fitness business...



FITNESSBIZ 08

is coming to a city near you

Melbourne: 20th August
Adelaide: 21st August
Perth: 22nd August

Hobart: 27th August
Brisbane: 28th August
Sydney: 29th August

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FitnessBiz 08

When you examine staff retention in businesses outside the fitness industry, there is a direct relationship between the amount of training given to employees and the time they remain a staff member.

But as a club owner, I have in the past felt challenged to invest in my staff, because training can be expensive, inconvenient, just too difficult to organise and uncertain to provide a return on my investment. But, there is a direct relationship between staff training and staff retention. So what do you do?

Send them to FitnessBiz 08. FitnessBiz 08 is the solution to professionally developing you and your team which will overcome these challenges because:

- FitnessBiz 08 comes to your capital city with industry leaders sharing their strategies and tools for making your business better.
- FitnessBiz 08 is just half a day in duration. You can attend or send your staff to an idea filled conference and have them back in the club ready for rush hour in the afternoon!
- FitnessBiz 08 is designed for owners, managers and staff of any sized fitness business. It is critical for business success that there is alignment between all staff. This conference allows you to send more than just one person without blowing your budget.
- Finally, FitnessBiz 08 is about you implementing ideas. You will put together a 90 day plan of at least 6 ideas that you will wish to achieve. And we will help you achieve this with coaching and direction.

Eleanor:

Today's training was wonderful – it was so informative and gave me and my manager some great ideas for growing the gym.

The 2nd Annual FitnessBiz Conference welcomes Emmett Williams and Natalie Sherlock to our speaking faculty who, along with me, guarantee you will walk away with a toolbox of ideas that you can implement immediately.

We invite you to join us this year and take your fitness business to the next level.

Justin Tamsett

Managing Director
Active Management

John:

Thank you for Fitnessbiz 07 it was great and gave some good information and motivation to follow through on previous ideas.

Sonny:

Thanks for a great seminar on Friday. I can speak for all of FitnessHQ to say that we got a great deal from it and are feeling excited to start applying some of the knowledge and ideas you shared with us.

The Agenda

- 8:00 am Registration
- 8:30 am Selecting, Retaining & Developing a Team of Champions to do Champion Things
- 10:00 am Break
- 10:15 am Marketing Strategies & Promotion
- 11:35 am Break
- 11:50 am The Real Way to Goal Set for Success
- 1:15 pm Finish

For More Information: Contact Active Management on 02 9980 9089

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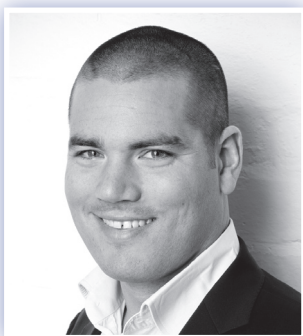
The Sessions



Selecting, Developing & Retaining A Champion Team

The Ezypay Fitness Industry Survey identified that one of the greatest challenges clubs and personal training businesses face is finding quality staff. But there will be less need to find quality staff if you hire the right people, provide quality professional development and run programs that motivate your team to perform. This idea filled session will share 3 secrets to finding the best people; an interview process to find the 'real' person applying; what companies are doing to be employers of choice and 4 motivating programs to challenge and reward your team for performance.

Justin Tamsett was named the 2008 Australian Fitness Network Presenter of the Year. As a club owner he empathises with the challenges you face. He shares first hand experiences and tools that have worked (and the ones that have failed too!). He has presented in Australia, Indonesia, USA, Argentina, Brazil and the UK in the last 12 months. He is the current facilitator for the Australian Round Table program for club owners and personal trainers.



The '10 Piece Toolbox' For Designing a Fitness Advert That Gets Results

In this session Emmett will take the group through the 10 most critical steps in designing an advertisement, uncovering powerful tools that are proven to maximise the potency of any advert. Learn how to catch the consumers attention, get their interest, build their buying desire and encourage them to act now. In short, learn how to ramp up the return on investment of your advertising dollar.

Emmett Williams is a partner in the International Marketing Firm, Creative Fitness Marketing (CFM) the worldwide leaders in health club promotions. Emmett himself has spent the last 7 years orchestrating marketing campaigns with independent health clubs all over the world, including the USA, Canada, the UK, Ireland, New Zealand and Australia. Every year Emmett oversees 20,000,000 'mail shots', 400 newspaper adverts, countless TV and Radio ads, and intends to share some of the advertising models and guidelines that that have generated over \$30,000,000.00 worth of sales for health clubs in the last 12 months alone!



Goals: How To Get Everything You Want Faster Than Ever

Goal setting is a crucial element to the success of all the high-flyers from elite sports people to entrepreneurs to global change-makers. Learn how to make goal setting work for you, your business, your staff and your members. This is a very practical and hands-on session which will leave you with a new conviction and enthusiasm for your own personal greatness. Plus your plan for the next 90 days!

Natalie Sherlock is a performance and executive coach with Incredible People Coaching. With a background in competitive sport, a work career specialising in management and leadership development, human resources and retail business management, and qualifications in business and psychology, Natalie brings a unique set of skills to her clients. A very entertaining presenter, Natalie's style is fast-paced and fun, so hold on and enjoy the ride!



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BOOKING FORM

FITNESSBIZ 08

Please Fax to 02 9980 9089

I will be attending the seminar in (please tick)

☐ Melbourne

☐ Adelaide

☐ Perth

☐ Hobart

☐ Brisbane

☐ Sydney

Business Name: _____

Contact Person: _____

Work Number: _____

Address: _____

Email: _____

Are you a Club Network Member?

☐ Yes

☐ No

Are you a member of your State Peak Body?

☐ Yes

☐ No

Investment Details Early Bird Bookings - SAVE 10% by booking before 30th June 2008!

		NUMBER ATTENDING	TOTAL
2007 Attendee	\$125*	_____	_____
Gold & Silver Sponsor's Client	\$175	_____	_____
Club Network or Fitness Australia Member	\$225	_____	_____
Non-Club Network or Fitness Australia Member	\$370	_____	_____
Additional people from the same business	\$150	_____	_____
	TOTAL	_____	_____

* No early bird discount on 2007 Attendee investment

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On receipt of your payment, you will receive details emailed and posted to confirm your attendance.

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