



THE FITNESS INDUSTRY'S 2005 BUSINESSPROGRAM

28 April – 1 May 2005

www.fitnessnetwork.com.au/FILEX

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FILEX 2005 brings you an outstanding line up of 40 designated business sessions presented by over 30 world class presenters from Australia and around the world. In addition there is the annual Business Summit, Business Breakfast and Business Lunch that you can attend. The 2005 business strands incorporate all the elements and qualities needed to take your business to the next level. I encourage you to take advantage of the Business Gold Pass – a great package and great value for money!

FILEX 2005 also provides a fantastic opportunity for you to keep your staff up to date with the latest information, pick up new ideas and to keep them motivated for the year ahead. There are over 200 sessions to choose from covering all aspects of the fitness industry. There are great group discounts as well if you send 10 or more of your team.

On behalf of Australian Fitness Network, I would like to invite you, the owner/operator to be a part of this annual event and celebrate 10 years of FILEX.

I look forward to seeing you there.

Nigel Champion

NIGEL CHAMPION
Managing Director

REGISTER FOR THE BUSINESS GOLD PASS!

As there is so much to choose from,
a Business Gold Pass has been put
together to maximise your experience
and save you big \$\$\$'s.
Read on for more details!

THERE ARE OVER 40 BUSINESS SESSIONS TO CHOOSE FROM AT FILEX 2005, BELOW ARE JUST SOME OF THE TOPICS YOU WILL BE ABLE TO PARTICIPATE IN:

RETHINKING YOUR BUSINESS MODEL FOR OPTIMAL GROWTH

Will Phillips

USA

OVERCOMING OBJECTIONS AND ADVANCED CLOSING TECHNIQUES

Karen Wischmann

USA

GETTING THE BIGGEST BANG FOR YOU ADVERTISING BUCK

Derek Barton

USA

CREATING MIND-BLOWING CUSTOMER SERVICE SYSTEMS

Rowena McEvoy

QLD

MARKETING MAGIC THAT BOOSTS SALES BUT COSTS YOU NOTHING

Steve Jensen

NSW

KEEP 'EM COMING BACK FOR MORE

Paul Brown & Jan Spaticchia

QLD & UK

SUPERB SALES MANAGEMENT

Petar Lackovic

NSW

THE RISKY BUSINESS OF FITNESS: PREVENTION, PRIVACY & LIABILITY

Dr.Dion Klein, Richard Peil, Shaun Creighton & Stephen James

ACT

WEIGHT LOSS – BIG PROFITS OR BIG LOSSES?

Martha Lourey Bird

NSW

TAPPING INTO THE CORPORATE MARKET

Andrew May

NSW

WHAT ABOUT PROFIT?

Will Phillips

USA

DE-MYSTIFYING THE LAW – LEGALS FOR LEADERS

Nigel Myers

NSW

DO YOU HAVE AN EXIT STRATEGY?

Panel: Greg Hurst, Jamie Hayes, Jan Spaticchia, Justin Tamsett
and Steve Jensen

Brought to you by



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TAKE ADVANTAGE OF THE BUSINESS GOLD PASS & SAVE BIG \$\$\$s

The FILEX Business Gold Pass is a convention package that has been designed specifically for fitness business operators. The Gold Pass gives you the opportunity to participate in the following events:

FILEX 2005 Business Summit (Thursday 28 April)

This one-day Summit brings together Australian and internationally acclaimed business experts to share with you their wealth of knowledge, experiences and the keys to winning in a competitive market.

Business Breakfast (Saturday 30 April)

The Business Breakfast not only provides a hot breakfast, but also a rare opportunity to interact with fellow owner/operators and to learn from the experiences of an esteemed panel of business experts.

Three-Day FILEX Convention (Friday 29 April – Sunday 1 May)

The FILEX convention includes an unrivalled fitness business program, presented by professionals from both within and outside the fitness industry. The three-day FILEX convention is your greatest opportunity to network with, and learn from, leading business presenters from all over the world. Your three-day experience will leave you motivated, inspired and full of cutting-edge information and ideas to make your profits soar.

The Australian Fitness Expo (Friday 29 April – Sunday 1 May)

Your Gold Pass provides you with unlimited access for three days, to the largest fitness exhibition in the Asia Pacific region! You are also invited to attend the exclusive FILEX Delegate Expo Preview from 10.00 – 11.00am on Friday 29 April before the show opens.

Business Lunch (Saturday 30 April)

The Business Lunch involves a delicious meal and the opportunity to network with fellow business associates over an informative and entertaining presentation. PLUS the Club Network prize draw will take place for a \$10,000 Cardio Theater Personal Viewing System, donated by TJA Communications.

Business Lounge (Friday 29 April – 1 May)

Gold Pass holders receive unlimited access to the Business Lounge, situated in the Australian Fitness Expo. The Business Lounge provides you with free internet access and complimentary tea and coffee facilities for the duration of the Expo.

FILEX 2005 Business Gift

So you can number crunch efficiently, this gift will come in very handy for your desk!

**Book yourself a BUSINESS GOLD PASS
for only \$749 pp!**

BUSINESS SUMMIT Winning in a competitive market

Sponsored by



Date: Thursday 28th April
Venue: Intercontinental Hotel, Sydney
Time: 9.00am – 5.00pm
Price: \$195 pp

Winning in a competitive market does not mean that you have to overwhelm your competitors in order to be successful. It means that if you get the fundamentals right you can set realistic club goals and have a healthy club membership without being worried about what your competitors are doing or not doing. The FILEX 2005 Business Summit focuses on four fundamentals for winning in a competitive market; effective branding, targeted advertising, planning for growth and committed managers.

What is a successful facility?



Justin Tamsett

NSW

Why are some clubs considered more successful than others? Is competition always a threat? To set the tone for the day, Justin examines exactly what competition is, and explores when you should feel threatened by it and when it should be welcomed.

Positioning your brand ahead of the pack



Derek Barton

USA

Most health club owners tend not to think of their club as a brand, but whether you own one gym or a chain, branding your club properly is the first step towards success. In this compelling session you'll learn from the companies who have made their brand a success.

Ensure your media advertising is targeted and delivers



Gary Bertwistle

NSW

Anybody can place an advertisement. Anybody can spend money on advertising. The real secret is knowing what needs to be done to ensure that you get great results. In this dynamic session you'll learn how to get the most from your advertising buck by generating hundreds of leads.

The imperative of growth: why and how?



Will Phillips

USA

Growth is the foundation of many business solutions. For every challenge, you have four choices, each of which can potentially drive or retard growth. Do you recognise when you make a 'no growth' choice? Come and learn about these four choices, and find out how to assess yourself and your business.

Facility management – the key to a successful club



Karen Wischmann

USA

Learn the 15 practices that will make you a better manager, the 10 ways to build trust with your staff, and the best strategies to motivate your staff. From this compelling session you will understand exactly what it takes to be a better manager.

The wrap

Facilitator: Justin Tamsett

NSW



The wrap reviews the entire day, with input from the presenters and delegates. Here's when you can ask questions, outline successes, seek opinions or simply sit back and relish in the fact that when you get your branding correct, your advertising focused, your management trained and a true desire

to grow your business, then winning in a competitive market will be a natural result!

BUSINESS BREAKFAST: A global view on marketing

Saturday 30th April

Panel:

Derek Barton USA
Phillip Mills NZ
Jan Spaticchia UK

Chair: Paul Brown QLD

Be part of the FILEX Business Breakfast, and you'll share in the wisdom of leading club operators, learning their top three marketing strategies. This in-depth session is specifically targeted at club owners and managers who wish to take their marketing to the next level. Don't miss this unique opportunity to hear from some of the world's leading club operators.



Sponsored by



Time: 7.30am – 10.15am
Venue: Dockside, Darling Harbour
Price: \$45pp

BUSINESS LUNCH: Delivering inspirational leadership

Saturday 30th April



Nigel Watts NSW
Inspirational leadership comes from having a clear purpose and understanding of how to track key performance measures, including staff, customers and financials. As the speed and scale of change increases, it is important for teams to adapt quickly, and modify their goals and behaviours to suit their competitive environment. This takes both self management and discipline. In this enlightening presentation, Nigel will outline a range of processes that leaders can conduct with their teams.

Sponsored by



The business lunch involves a delicious meal and the opportunity to network with fellow business associates over an informative and entertaining presentation. PLUS the Club Network prize draw will take place for a \$10,000 Cardio Theater Personal Viewing System, donated by TJA Communications.

Permit no's. TPL 04/12278, NT04/11624, TP04/4910,
Read terms and conditions at www.fitnessnetwork.com.au

Time: 12.30 – 1.30pm
Venue: Sydney Convention Centre
Price: \$60 pp

Please note: When you fill in the registration form on pages B, C and D in the convention brochure, remember to fill in your session selections for the FILEX business program. Business sessions book out so it is important to fill in all three choices in case your first choice is full.

2005 FITNESS INDUSTRY AWARDS DINNER

Featuring the Brazilian Fantasy Dance Group and DJ Paul Goodyear (whose events include Sydney New Year and Mardi Gras)

Date: Saturday 30 April
Time: 7.30pm to midnight
Where: Ballroom, Sydney Convention Centre
Dress: Cocktail
Price: \$80pp
Tables of 10:
\$750 per table
Price includes dinner and one complimentary drink on arrival



Please note: when booking more than one ticket, please provide all the names at the time of booking.

Over the years, this prestigious event has grown to become one popular night of fun, food, entertainment and admiration! The annual fitness industry awards are presented to people who have made significant contributions to the development of our industry.

So why not take a break from your business schedule and enjoy a night of indulgence and dancing with your industry peers? It's also a great opportunity for your staff to let their hair down at this popular annual social event. The award winners will be announced including **Fitness Facility of the Year**.

Nominations are closing soon!



SEND IN YOUR NOMINATIONS!

Nominations are invited for the annual Australian Fitness Industry Awards! Download forms today at www.fitnessnetwork.com.au/awards or phone 02 8424 7200 for a copy.

PROGRAM HIGHLIGHTS FOR YOUR TEAM

Seize the opportunity to comprehensively train your staff and create your own dream team! As part of the three-day FILEX convention, you and your staff can learn the in's and out's of effective management, how to create a top frontline team, how to effectively manage your group fitness, and the world's most effective sales techniques.

MANAGEMENT TRAINING

Fitness Centre Management – the 5 steps to quality management

Justin Tamsett

NSW

Date: Friday 29th April, 8am - 6pm

If you are new to fitness management, then this is the summit for you! Don't miss this informative and enjoyable one-day course in fitness centre management. This summit is ideal for entry-level managers.

Conducted by



Les Mills Group Fitness Management Summit (GFM)

Phillip Mills

NZ

Date: Saturday 30th April, 9am - 5pm

Les Mills GFM is offered to clubs around the world through seminars and workshops, and provides the state of the art solution to group fitness management. An integral component of the total Les Mills group fitness system, GFM provides club owners and managers with a detailed program for capturing the business benefits of the Les Mills group fitness classes. GFM is a complete toolbox that will be handed over to you – a very valuable one day workshop!



Presented by



STAFF TRAINING

Your frontline team: the heart and soul of a successful club

Impact Training Team

NSW

Date: Sunday 1st May, 8.30am - 12.00pm

This informative workshop will provide your frontline team with the skills, confidence and motivation to deliver excellence in frontline service.

Presented by



Your sales team: Making the difference to your 'bottom line'

Impact Training Team

NSW

Date: Sunday 1st May, 1.30pm - 5pm

This dynamic session will teach your new and potential sales team the fundamental skills necessary for a successful sales career.

Presented by



FILEX 2005 Convention Program 29 April - 1 May

The 3-day convention program offers nearly 200 sessions in:

- personal training
- personal and professional development
- business and facility management
- group fitness
- mind body
- specialty
- aqua
- nutrition and fat loss



There are also great group rates if you send 10 or more of your staff to the convention saving over \$500!

MORE INFORMATION AND HOW TO REGISTER

For more information on any of the convention program, refer to the full FILEX brochure or go to www.fitnessnetwork.com.au/FILEX where you can download the brochure and also register online. Contact the FILEX hotline on 02 8424 7200 if you have any questions or would like a brochure!

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