



» BUSINESS

In business, you improve by listening to and learning from the most successful individuals and companies you can gain access to. Boasting a wealth of high achievers, from both within and outside the fitness industry, the FILEX 2010 Business program offers you a vast array of business-building know-how.

BUSINESS SUMMIT

The 2010 Business Summit puts your finger on the pulse of today's fitness industry and gives you practical skills to take home and immediately implement in your business.

The day opens with a fascinating snapshot of 21st century Australia and an insightful look at the best tools for engaging your staff and customers, before moving on to a demonstration of the most effective ways to grow your business through social media. You'll then discover how to effectively use the art of communication, and how to create a stronger organisational culture before the day wraps up with a look at how a new style of leadership is emerging and how it can translate to outstanding business success.

With leading presenters from both inside and outside the industry, the 2010 Business Summit is an essential experience for those serious about growing their business.

Changing times, emerging trends: a snapshot of 21st century customers and staff

Mark McCrindle

In this interactive session, social researcher and consumer trends expert Mark McCrindle presents a snapshot of 21st century Australia and the key emerging trends. Mark outlines the demographic and generational shifts redefining the workforce, changing consumer behaviours, and how fitness industry leaders can best engage with today's staff. He will also deliver an overview of the mind and mood of the Australian consumer in 2010. As someone who takes the pulse of today's customers he will outline the emerging consumer segments and share how to best connect with them.

Use social media to grow your business and engage your community

Suzi Dafnis

The way we engage with clients, and how they engage with our business and brand, has changed with the growth of social media. If used incorrectly, social media can waste time and resources, but used properly it can be a low-cost way of levelling the playing field in your market. Social media allows us to listen to customers and conduct research so that we can improve our products and services. By engaging in conversation and building an online niche community, we can establish ourselves as experts and generate leads, publicity and opportunities.

The architecture of language

Terry Hawkins

In this high energy session Terry will inspire you to achieve greater communication and understanding with your clients, peers and team by providing experiential exercises and insights that produce greater harmony, increased cohesiveness and absolute alignment to the goal. This powerful presentation demonstrates how effective architecture of language creates the infrastructure for clarity and connection. Delivered with Terry's trademark humour and energy, this session will influence the communication streams in all parts of your life and business!

Focus your business with effective meetings

Joe Cirulli

In order to get results, it is the responsibility of leadership to determine the company's objectives and develop the proper accountability system to accomplish them. In this session you will learn the three different meeting styles that will get you there, while honing the focus of your entire organisation in the process.

Leading without leading: how to lead by not doing it

Wayne Goldsmith

The old rules of leadership are becoming obsolete. Leadership has changed, with Generations X, Y and I all demanding something new, exciting and energising from their leaders. More importantly, they want leadership which engages their hearts, minds and passions. Wayne discusses 'the new leadership' which ditches old theories, old models and old thinking for the concept of 'leading without leading'. By incorporating the new leadership into your business you can achieve outstanding results for your team, your clients and yourself.

BUSINESS SUMMIT DETAILS

Date: Thursday 29 April
Venue: Doltone House, Pyrmont.
Time: 8:30am to 5:30pm
Price: Member – \$399
Non-member – \$469
Or included in the Business Gold Pass
CECs: 4

This 1-day Summit includes a networking lunch and refreshment breaks throughout the day.

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» BUSINESS SESSIONS

» 1-DAY WORKSHOP 30 APRIL 2010 • 11:30AM TO 6:30PM

Managing a successful fitness business in 2010 > A1A

Justin Tamsett

This full day session takes you on a journey encountering every aspect of running a successful fitness business.

11:30 to 12:45 – Managing the numbers: Learn what the key performance indicators are for your business and what the industry benchmarks are for performance. More importantly, learn what to do in your business when the numbers are not what you want them to be – managing the gap between projected and actual numbers!

1:30 to 3:15 – The marketing labyrinth: This action-packed session is all about take home information for you to strengthen the marketing for your business. Learn the 'Fab 4 Marketing Plan', the best strategies for designing a marketing piece and be given a bucket load of marketing suggestions to grow your business.

3:45 to 4:45 – Closing the back door: Learn how to have your members stay longer. Receive strategies guaranteed to increase customer retention. Walk away with exercise adherence programs, call scripts and the knowledge to put together a plan to improve this critical aspect of your business.

4:50 to 6pm – The right people on the bus: The success of any business is based on its people. Justin provides the tools to help you select the right ones. Learn key interview questions and some very different interview techniques to ensure you get the right people. You'll also walk away with your own unique employment proposition (UEP) so you become an employer of choice!

6pm to 6:30 – Open Forum: Bring your questions to the table and take advantage of Justin's free consulting to help your business.

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Reverse selling: catapult your business from good to great > A1B

Petar Lackovic

The fitness marketplace has changed, have you? It is imperative to have the most up-to-date and proficient sales and communication skills in order to generate new business and maintain satisfaction in existing clients. Petar shares the secrets to 'reverse selling' and utilising the latest sales technology to get more clients spending more money with you and telling more people about you! **L**

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The real bottom line: understanding profit > A1C

Darren Jacobson

As club owners and program directors do we fully understand the role and responsibility of the personal training and group exercise departments and the impact they can have in our facilities? Darren looks at global business models relating to personal training, discusses incentive structures and retaining trainers, and explores ways of turning the infrastructure of many group exercise department models into a customer-focused profit centre. **L**

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The proven formula for writing fitness adverts > A2B

Emmett Williams

Over 63% of the population know they should be exercising – they just haven't done it yet. The biggest problem club operators have is getting this slice of the population to take action – to call our clubs and find out more. This content-packed session shares a proven fitness advertising formula for designing ads that will maximise your market potential – a must-attend session. **L**

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The role of fitness in preventative health > A1N

Dr Shane Rogerson

At a time when Australia requires a clever and broad based approach to the management and prevention of disease, the fitness industry is being recognised as an important future channel for service delivery. Shane outlines key elements that could enhance engagement of fitness providers with the national plan. Discover the relevance of evidence-based programming, exercise referral protocol, making connections with health and community sectors and more. **L**

PRESENTED BY 

Closing the distance between what we know and what we do > A2C

Grant Gamble

Club closures, inflexible contracts, overstated care and under-performance have tarnished the image of the product we sell. In some circles the fitness industry is compared to 'used car yards', yet our product improves quality of life... how has this paradox occurred and what can we do about it? Join Grant as he explores effective strategies and paradigm busting alternatives to close the gap between what we know and what we do. You'll learn that there really is a better way to do business! **L**

Winning at the hiring game > A3B

Michelle Adams

Building a successful personal training department begins with the right staff. Discover how one fitness facility has built an all-star staff with annual personal training revenues of over 1.9 million dollars. Learn how to: attract quality applicants, identify superior candidates, ensure the right 'team fit', reduce employee turnover and use the strengths of your existing staff to maximise your business. **L**

Session types: L – Lecture

**We advertise jobs.
We promote people.
We do both very well.**

Jobseeker testimonials

“ Within one day of signing up with HealthyPeople, I had my resume downloaded more times than I could count and many phone calls from potential employers. **Anita, Victoria** ”

» BUSINESS SESSIONS

Strategic planning for club owners and general managers > A3C

Joe Cirulli

When you understand the value of strategic planning, you take control of your future revenues and profits as well as the overall market direction of your business. Grow and develop the competencies and practices needed to succeed at all levels, and learn how disciplined strategic planning today can improve your results tomorrow. **SS L**

Please note: this session runs from 3:30 – 6:45pm

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Tips and tricks from worldwide clubs to boost your business > A4B

Dave Wright

Join Dave for a selection of ideas and processes gleaned from his consultations at hundreds of successful independent health clubs around the globe. From low-cost promotions and programming solutions to sales, marketing and retention tips for attracting, selling to and keeping more members, this punchy and to-the-point session includes photos and real-life examples from clubs that achieve great results. **L**

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Australian Fitness Expo time Business delegates > A4D

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Social media and your business – the future of gaining and retaining advocates? > B1A

Ryan Hogan & Craig White

Does the term 'social media' scare or confuse you? Have you ever wondered how it works or been overwhelmed by the options? In this interactive hands-on session, Craig and Ryan share proven methods for setting up, implementing and managing a social media marketing campaign to add value to your fitness business for very low, or even zero, cost. **L**

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Managing with intention > B1B

Darren Jacobson

Purposeful management is critical when managing a personal training team made up of differing personalities. Darren explores five common mistakes managers make when setting goals and interacting with staff and presents solutions to each of them. You'll also take away strategies for identifying risk, effecting change, recruiting with confidence and gaining consistent and credible recognition for staff. **L**

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LES MILLS™ GFM club management and recruitment – Trends and tools > B1C

Phillip Mills

Phillip introduces the latest trends in club management, and provides key tools for driving growth. Learn from an industry pioneer about facility design, marketing ideas, increasing member retention, creating group fitness and personal training programs that will bring thousands of members to your club, and leadership techniques to produce a passionately committed team. The second part of the session focuses on best practice in instructor recruitment, exploring how to build a team of world-class instructors and delivering take-home practical tools to find and recruit the right candidates. **SS L**

Please note: this session runs from 8 – 11:30am

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Hire hard, invest in a team and reap the rewards! > B2A

Grant Gamble

Amid unparalleled competition, more informed prospects, myriad alternative leisure pursuits, there remains one strategy that neutralises even the most formidable competition... people! Hire the right people, train them well, treat them even better, and you will build a moat around your business that is unassailable. Join Grant as he looks at three clubs that have used this strategy and you will leave convinced of the importance of recruiting, training, and rewarding your most valuable asset. **L**

» BUSINESS BREAKFAST

1 MAY 2010 • 7:30 TO 9:30AM

DOCKSIDE FUNCTION CENTRE

Solutions to the most common operator headaches > B1D

Panel, chaired by Emmett Williams

Join chairperson, Emmett, and an esteemed and experienced panel of fitness business operators from past and present, for a lively discussion that tackles the real issues independent club operators face on a regular basis – and all over a piping hot brekky! You'll share in the lessons the experts learned from real-life case studies, including their tried and tested solutions to the most recurring problems faced by owner/managers today. Plus, you'll have the opportunity to put forth your hard-hitting questions to reap the benefit of their invaluable knowledge on the business of fitness, including strategies to help you select the right property; buying versus leasing; how to turn competition into an opportunity to further succeed; and much more. Don't miss this rare opportunity to learn from the best of the best! **PA**

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INCLUDED IN THE BUSINESS GOLD PASS OR
\$79 PER PERSON

Avoid the inevitable sales slump > B4A

Steve Jensen

All sales professionals occasionally experience selling slumps. After learning how to identify the reasons for your slump, Steve will enlighten you with the Sales Person's Tool Box including the skills, techniques and strategies to reverse the trend and reach your selling potential again. It's not what happens to you that matters, it's what you do about it that makes the difference. **L**

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Session types: L – Lecture, PA – Panel, SS – Super Session

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Employer testimonials



“ I am very grateful to have more power in my choice of applicants. We had a really good result with HealthyPeople and would definitely advertise with you again. ”

Nikky Brooks, VIBRABODY

HealthyPeople 
www.healthypeople.com.au

» BUSINESS SESSIONS

Profit and serve with secondary sales > B2B Paul Brown

Retain clients longer and earn more money per member with this suite of creative ideas and strategies for secondary sales, third party supply and sponsor support. Learn how to add ancillary products and services that compliment your offerings without significant investment or risk and discover how to do so in a way your members thank you for. Paul will teach that when you get it right, selling truly is serving. **L**

Minding the gap: keeping your new members from falling out of fitness > B3A Maureen Hagan

It takes more than a tour of your facility and a good membership price to make a positive and enduring impression on a new member. Join Maureen for a 'behind the scenes' and 'on-stage' look at orientating new members in their first four to six weeks. Learn how to design, promote and implement a new member orientation program that guarantees results and retention. **L**

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Programming for profit > B3B Darren Jacobson

Discover how to incorporate all aspects of your facility to achieve business success. Darren explores the roles of personal training, group exercise, research and development and kids programming – and the interdependency of each. In this entertaining and informative session you'll learn how all departments can work towards a common goal through creative programming, showcasing fitness, and avoiding common mistakes. **L**

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The Rockefeller habits > B2M Trent Brown & Justin Tamsett

Trent and Justin present an effective model for growing business and doubling profit in tough times. The Rockefeller habits model shows you how to prioritise and deliver sustainable growth no matter what market you are in. The guys briefly cover the 'one page plan', discuss meeting rhythms, and provide real life examples of businesses using this model to grow through good and bad economic times. **L**

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Become a high performance leader > B4B Joe Cirulli

There are many facets to leadership and there are ways to measure it too. In this session you'll learn



about the tools and process to become a more powerful leader, and more importantly how to become a more effective one. **L**

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» PLENARY SESSION

Ignite the entrepreneurial spark > B5A Phillip Mills

Join one of the fitness industry's greatest success stories for a dynamic and memorable plenary detailing the challenges he overcame to be named '2004 NZ Entrepreneur of the Year'. Ideal for anyone who has ever had an innovative idea, this presentation promises to leave you inspired, motivated and with a better understanding of how to successfully traverse the rocky road to success. **L P**

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Team up: build a winning team and take the lead > C1A Randy Hetrick

Discover how to build an optimal team for optimal success. Randy explores the role of fairness in hiring and firing, reveals how to define your company's culture through the actions of staff, and explains how leading from the front and using your own products and services for day-to-day operations sends the message that you consider your own business to be the best on the market. **L**

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Plug the leak > C1B Paul Brown

Boost your bottom line and recession-proof your business by slamming the door on controllable attrition. Paul delivers a hard-hitting look at the cost of controllable member loss and analyses efforts to improve member retention globally. Strengthen your resolve to plug the leak and take home tips to increase the net value of every customer. Also includes ideas for increasing secondary spend. **L**

Industry trends to bank on > C2A Maureen Hagan

The director of Canada's largest chain of fitness clubs reviews the latest industry trend reports to identify where best to invest your time, money and resources for maximum return on investment. Join Maureen as she translates industry findings into practical programs for maximising programming and profitability. A great session for owners and managers, as well as fitness professionals looking to diversify and specialise. **L**

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The future of health club memberships > C2B

Panel chaired by Justin Tamsett

Today most health club memberships are sold by membership consultants – a far cry from the old days of chalking up your prices on a blackboard behind reception! Join Justin and a panel of industry experts as they share their views on the future of selling health club memberships and what you will need in terms of staff, resources and facilities. A must-attend session for all fitness business owners. **PA**

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How to be number one in sales > C2C Annette Lackovic

Learn how to become number one in your field of fitness industry sales and business success. Packed with take home value, this motivating session contains key strategies to immediately increase enquiries, leads, sales and referrals. Whether you're a personal trainer, sales consultant, manager or owner, Annette gives you the golden nuggets to create the successful mindset necessary to take you to the top! **L**

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» PLENARY SESSION

Advocates and assassins – The importance of great customer service > C3A

Darren Jacobson

Today's top trainers are customer service ambassadors who provide great value sessions. In this session, Darren analyses the link between great customer service and perceived value, discussing how to differentiate your business through service excellence and how to avoid turning advocates into assassins. By creating the right environment and communicating effectively, you can build an army of advocates. **L P**

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