

HOW TO READ THE PROGRAM AT A GLANCE

this is the session code
A = Friday, B = Saturday,
C = Sunday
The number indicates the
time period of the day. The
last letter indicates the
strand.

the type of session (for
example, lecture, plenary,
and so on). See right for
more

grey bars are breaks
between sessions.
These are great times to
visit the Australian Fitness
Expo

Strand		Business
10:30am – 12pm	A1B >	Reverse selling: catapult your business from good to great L Petar Lackovic (p16)
	Break	
12 – 1:30pm		Strand Business
1:30 – 3pm	A2B >	The proven formula for writing fitness adverts L Emmett Williams (p16)

SESSION TYPES:
L – Lecture
WS – Workshop
OD – Outdoor
SS – Super Session (2 parts)
IL – Interactive Lecture
MC – Master Class
P – Plenary
PA – Panel
S – Shallow
D – Deep water
L1 – General (content suitable for all delegates)
L2 – Intermediate to advanced (content may contain complex choreography and advanced techniques)

FILEX 2010
PROGRAM AT A GLANCE



FRIDAY 30 APRIL

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8.30 – 10am	KEYNOTE ADDRESS Building rippa relationships! ► Bruce Sullivan ► Sponsored by Steiner (p4)																				
10 – 10:30am	Break																				
Strand	Business	Business	Business	PT Business	PT	PT	PT	PT Prac	PT Prac	PT Prac	PT Prac	Nutrition	Prof Dev.	Prof Dev	Group Ex	Group Ex	Cycling	Mind Body	Mind Body	Aqua	Aqua
10:30am – 12pm	11:30am – 6:30pm A1A ► Managing a successful fitness business in 2010 WS Justin Tamsett (p16)	A1B ► Reverse selling: catapult your business from good to great L Petar Lackovic (p16)	A1C ► The real bottom line: understanding profit L Darren Jacobson (p16)	A1D ► How to sell personal training – A clients perspective L Richard Beddie (p21)	A1E ► The myofascial system: impact on movement & training L Michol Dalcourt (p21)	A1F ► Current concepts in enhancing athletic performance L Dr Stephen Bird (p21)	A1G ► Caliper capers – Refining body composition assessment skills WS Gary Slater & Greg Shaw (p21)	A1H ► TRX® corrective exercise WS Fraser Quelch (p21)	A1I ► Dynamic fitness testing & exercise games OD Rod Fardell (p21)	A1J ► Foam roller body blast WS Helen Vanderburg (p21)	A1K ► Punchfit thrash boxing WS Scott Williams (p21)	A1L ► Good mood food L Joanna McMillan-Price (p44)	A1M ► From gym floor to boardroom – Presenting skills for fitness professionals L Melony dos Remedios (p49)	A1N ► The role of fitness in preventative health L Dr Shane Rogerson (p49)	A1O ► Boot camp boogie MC L1 Petra Kolber (p31)	A1P ► Tone your body, sculpt your mind WS L1 Steve Boedt (p31)	A1Q ► Schwinn Cycling®: heart rate monitor training WS Jay Blahnik (p36)	A1R ► Move into stability MC Lynley Gladdis (p38)	A1S ► Power Yoga & sport – A winning combination WS Duncan Peak (p38)	A1T ► Water in motion WAVE 2 WS S L1 Sara Kooperman (p42)	A1U ► Australian Fitness Expo time – Aqua delegates (p42)
12 – 1:30pm	Lunch Break ► Australian Fitness & Health Expo Time																				
Strand	Business	Business	PT Business	PT	PT	PT	PT	PT Prac	PT Prac	PT Prac	Nutrition	Specialty	Specialty	Prof Dev	Group Ex	Group Ex	Group Ex	Cycling	Mind Body	Mind Body	Aqua
1:30 – 3pm	A2B ► The proven formula for writing fitness adverts L Emmett Williams (p16)	A2C ► Closing the distance between what we know and what we do L Grant Gamble (p16)	A2D ► Making the media work for you L Jennifer Fleming (p21)	A2E ► Will exercise make you thin? A scientific analysis L Dr Robbie Parker (p21)	A2F ► Metabolic conditioning simplified L Phoebe Lahey & Nardia Norman (p22)	A2G ► You don't know SQUAT! IL Mark McKean (p21)	A2H ► MC®: the next generation of exercise WS Jeremy Strom (p24)	A2I ► Baby boomers boot camp OD Stephanie McLennan (p22)	A2J ► Isolation to integration – evolution of an exercise IL Mark Davis (p22)	A2K ► Science, psychology & art of fat loss L Susie Burrell (p44)	A2L ► Redefining the change with mind body fitness L Maureen Hagan (p46)	A2M ► Australian Fitness Expo time – Specialty delegates (p46)	A2N ► Beat the instructor shortage! L Marietta Mehanni & Ange LaScala (p49)	A2O ► Indo-Row®: the perfect calorie burn WS L1 Josh Crosby & Jay Blahnik (p31)	A2P ► Sizzlin' warm ups and chillin' cool downs WS L1 Nathalie Lacombe (p31)	A2Q ► Athletic step with attitude MC L1 Karen Finucane (p31)	A2R ► Pedalling + posture = performance WS Alisha Smith (p36)	A2S ► Diaphragm dynamics WS Simon Borg-Olivier (p38)	A2T ► Post natal Pilates – Getting the body back into shape WS Liz Dene (p38)	A2U ► Aqua spectacular MC S L1 Dom Gili & Manal Garcia (p42)	
3 – 3:30pm	Break																				
Strand	Business	Business	PT Business	PT	PT	PT	PT	PT Prac	PT Prac	PT Prac	Nutrition	Specialty	Specialty	Prof Dev	Group Ex	Group Ex	Group Ex	Cycling	Mind Body	Mind Body	Aqua
3:30 – 5pm	A3B ► Winning at the hiring game L Michelle Adams (p16)	A3C ► Strategic planning for club owners & general managers SS L Joe Cirulli (p17)	A3D ► Profiting from PT L Andrew Simmons (p22)	A3E ► Life after three sets of 12 L Ish Cheyne (p22)	A3F ► The lost art of pressing – Will it destroy your shoulders? L Mark Buckley (p23)	A3G ► Functional exercise – What you really need to know IL John Blievernicht (p22)	A3H ► Australian Fitness Expo time – Personal Training delegates (p22)	A3I ► Extreme interval training WS Helen Vanderburg (p22)	A3J ► Adventure race: training to thrive or survive! OD Millie Herzberg (p22)	A3K ► Kettlebells 101 WS Chris Muling & Emily Friedel (p22)	A3L ► Cracking the appetite code L Matt O'Neill (p44)	A3M ► Kids fitness solutions for generations Y & Z L David Norman (p46)	A3N ► DISC-over what makes your clients tick L Anthony Spark (p49)	A3O ► To break it up or break it down? WS L1 Ryan Hogan (p31)	A3P ► Tribal FIRE MC L1 Kathy Papplewell (p31)	A3Q ► Step flow MC L2 Steve Boedt (p31)	A3R ► Rhythm & sound WS Claire Norgate (p36)	A3S ► Yoga for the 50+ WS Sara Kooperman (p38)	A3T ► Abs, butt and back on the ball WS Lisa Westlake (p38)	A3U ► Action balance for seniors WS S L1 Loraine Dunn (p42)	
5 – 5:30pm	Break																				
Strand	Business	Business	Business	PT Business	PT	PT	PT	PT	PT Prac	PT Prac	Nutrition	Prof Dev	Group Ex	Group Ex	Cycling	Mind Body	Mind Body	Mind Body	Mind Body	Aqua	
5:30 – 6:45pm	A4B ► Tips & tricks from worldwide clubs to boost your business L Dave Wright (p17)	A3C ► Strategic planning for club owners & general managers SS L Joe Cirulli (p17)	A4D ► Australian Fitness Expo Time – Business Delegates	A4E ► Attract & retain great clients to grow your business L Steve Herzberg (p23)	A4F ► The pleasure principle L Paul Taylor (p23)	A4G ► Functional proprioceptive training L Fraser Quelch (p24)	A4H ► The top 10 personal training injuries IL Tim Keeley (p23)	A4I ► The naked PT L Julz Darroch (p23)	A4J ► Circuit training partner challenge WS Jay Blahnik (p23)	A4K ► The ultimate anti-ageing workout WS Maureen Hagan (p23)	A4L ► The 7 P's of nutrition and fat loss L Craig Kelly (p44)	A4M ► GFMs – Are you leading people or managing systems? L Nathalie Lacombe (p49)	A4N ► HiLo by design MC L1 Effe Diamond (p31)	A4O ► Cardio Ball MC L1 Marietta Mehanni (p31)	A4P ► The science behind the ride WS Rachel Kalwy (p36)	A4Q ► Transcendance WS L1 Petra Kolber (p38)	A4R ► Power meditation for peak performance WS Duncan Peak (p38)	A4S ► Yoga for the professional sitter WS Lesley Gray (p38)	A4T ► Aqua dextrous WS S/D L1 Melissa Cameron & Stacey Dolliver (p42)		
6:45pm	FILEX 2010 Delegate Welcome Drinks																				

