

STAFF TRAINING

Seize the opportunity to comprehensively train your staff and create your 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.

A2I The 5 steps to quality management

Justin Tamsett

NSW

Date: Friday 29 April

Time: 8am to 6pm



If you are new to fitness management then this is the summit for you! This informative and enjoyable one-day certification course in fitness centre management is ideal for entry level managers. You'll receive advice from leading Australian experts as to how you can improve your club's bottom line, and will leave this summit empowered with ideas to multiply the profitability of your business. Summit topics include:

- Team management - your success lies with your team.
- Marketing and promotions - making every promotion a winner.
- Performance indicators - measure your success accurately and effectively.
- Customer service - develop the image and reputation and be the best!
- Action - put into tomorrow, what you learned today!

Conducted by



C1Q Your frontline team: the heart and soul of a successful club

Impact Training team

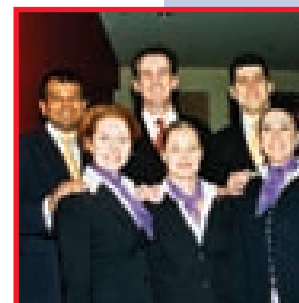
NSW

Date: Sunday 1 May

Time: 8.30am to noon

Your frontline team is the face of your business, so it's critical that they are appropriately trained and educated for the responsibility they hold. This informative half-day workshop teaches you how to create a frontline team that will make your club the most talked about in town! You'll learn the do's of awesome frontline teams from around the world, as well as the secrets of the world's most effective front desk teams.

Presented by



C4B Your sales team: Making the difference to your 'bottom line'

Impact Training team

NSW

Date: Sunday 1 May

Time: 1.30 to 5pm

This dynamic session teaches your new and potential sales team the fundamental skills necessary for a successful sales career. You'll learn how to create a cohesive team that will excel at selling. You'll also explore fast track sales inductions and how to make successful selling simple and easy for every team member, regardless of their sales experience.

Presented by



B2T Les Mills group fitness management summit (GFM)

Phillip Mills

NEW ZEALAND

Date: Saturday 30 April

Time: 9am to 5pm

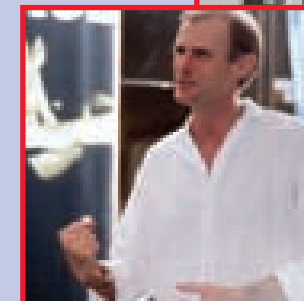
An integral component of the total Les Mills group fitness system, GFM provides club owners and managers with a detailed program for capturing the business benefits

of the Les Mills group fitness classes.

The Les Mills GFM system is a complete toolbox for building club profitability, and covers all aspects of group fitness management including studio layout, staffing, instructor training and selection, marketing and new program launches.

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.

Presented by



DEREK BARTON

USA



Derek is the senior vice president of marketing for Gold's Gym International Inc. Over the years, Derek has been responsible for the transformation of the Gold's Gym newsletter to a 100 page magazine with a worldwide distribution. He is a much sought after public speaker on advertising, public relations and branding, having built the Gold's Gym brand into one of the most respected and recognised brands in the global fitness industry.

A5B Making a difference with customer service

PLENARY

The health club industry is one of the worst businesses for retention. Two-thirds of the population in most countries are overweight, yet less than 13% of the people train in gyms. Find out why more people go to Starbucks to get coffee than go to gyms to get healthy, in this sensational session exploring the lessons derived from successful companies. **PL**

B1G Business breakfast: a global view on marketing

Panel:

Derek Barton	USA
Arthur McColl	NSW
Phillip Mills	NEW ZEALAND
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. **PA**

C1H Getting the biggest bang for your advertising buck

People only care about advertising if it affects them emotionally. Don't waste another advertising dollar annoying people with the same old boring ads! In this awesome session you'll take home strategies and tips from the companies that know how to make us love them, purely for their advertising. **SS**

WILL PHILLIPS

USA



Will has over 25 years of practical experience as a management consultant. He is a frequent lecturer to national associations and groups of company presidents at top level management and board retreats. Will chairs 8 roundtables consisting of owners and general managers from the leading health clubs in the USA, Australia and New Zealand. His business insights, and out-of-the-box thinking about the club industry, has added immeasurably to the growth, profit and strategic positioning of health clubs around the globe. Learn more about Will at www.Qm2.com or contact Justin Tamsett from Active Management.

A2F Rethinking your business model for optimal growth

Take home the knowledge to analyse your growth potential, design a competitive strategy and understand competitive 'hardball'. Come prepared to think laterally - after all, your business success is at stake! **L**

A4E The leadership agenda

Learn the 16 challenges that can only be addressed by the owner/manager. After this dynamic session you'll understand how to prioritise and update your leadership agenda, learning how to keep it vital with ideas and resources until you need them. **L**

B5B Getting better teams

Your normal management team may not be designed to lead change and improvement. Here's how to design and use a 'getting better' team as a fundamental tool to improve your club and drive growth, as is done in some of the world's best clubs like the Gainesville Health and Fitness Club (USA). **PL**

C5D What about profit?

Is your business profit-driven or profit-drifting? Most clubs want profit but are not actually designed to drive it. Share in proven methods direct from the USA and take back strategies to make your business more profit-driven and profit-producing. **L**

KAREN WISCHMANN

USA



Karen is the vice president of training and development for Gold's Gym International (GGI) and over the past decade has managed over 60 gyms. She currently runs Gold's Gym University and is responsible for educating gym owners all over the world. She is also the former senior vice president of sales and operations of GGI, where she oversaw the rapid growth from 15 to 31 gyms and over 1,800 employees.

B3I Overcoming objections and advanced closing techniques

If you want to sharpen your closing skills, this is your seminar! Using advanced closing techniques, you'll take home the exact phrases and techniques to use to successfully overcome objections. Plus, you'll understand how to overcome the price objection, spouse objection, the 'I don't have time' objection and much more! **L**

C2I Selling personal training at point of sale

Selling personal training at the point of enrolment will not only increase your revenue, but will also increase your member retention. From this dynamic session you'll learn how to successfully sell thousands of dollars of personal training to your new members every time! **L**

'The business breakfast was excellent and they were particularly generous and free with their experience and knowledge.'

Marisa Pene, New Zealand



A2E Marketing magic that boosts sales but costs you nothing

Steve Jensen

NSW

From this dynamic session you'll take away a 6-pronged approach to plan your yearly marketing, and sensational strategies for ample lead generation. You'll leave with tonnes of free and low-cost marketing ideas, and innovative tools to use with your staff. **L**

A2G Keep 'em coming back for more

Paul Brown

QLD

Jan Spaticchia

UK

From this dynamic and compelling must-attend session, you'll learn how the right business ethos can turn your business into a family, and your clients into raving fans for life! **L**

A3F Creating mind-blowing customer service systems

Rowena McEvoy

QLD

This hard-hitting, jaw-dropping session will provide you with the tools to build that foolproof customer service system, and whether you own a big or small business, don't miss this opportunity to learn how to grow bigger, more quickly! **L**

A4G Replicating magic

Paul Brown

QLD

Jan Spaticchia

UK

To build your business into an empire, you need to run your business like clockwork. In this awesome session you'll learn the art of replicating the magic that can make you and your business unique, memorable and extremely successful. **L**



A4F Superb sales management

Petar Lackovic

NSW

This revolutionary session provides the tools to create and maintain an on-fire sales team who will love you and what you are doing for them! You'll never have fluctuations in your sales figures again! **L**

B1H Networking for success

Laraine Dunn

NSW

Develop your networking mastery with this sensational workshop to build your skills and knowledge for optimal networking success. You'll explore what networking is, what it can do for you and your business, and how to match your target market with networking opportunities. **L**

B2G Ten steps to a terrific team

Kayley Riddle

NSW

This sensational session details 10 simple steps to build an amazing team. You'll learn how to develop a positive culture at the core of your business, how to make empowering recruitment decisions, how to keep your people happy and performing, and how to increase your staff retention. **L**

B2J Creating raving fans

Michael Vincent

NSW

From this energetic session you'll take back referral strategies that work and which can be re-used time and time again. This session is full to the brim with fantastic information for club managers, sales people, personal trainers and group fitness instructors. **L**

B2H The psychology of phenomenal selling

Annette Dobbins

NSW

Find out how intricate knowledge about human behaviour can enable you to catapult your business to another level of sales success. **L**

B2I Weight loss – big profits or big losses?

Martha Lourey Bird

NSW

Find out why the fitness industry doesn't currently attract the unfit, overweight or obese population by examining the obstacles and solutions. Don't miss the opportunity to share in innovative weight loss exercise secrets and the strategies to successfully attract this target market. **L**



B3G Using the 'now' factor to dramatically increases sales

Steve Jensen

NSW

Learn how to ask the right questions at the appropriate times to capitalise on emotions and increase buying desire. By understanding the 'now' factor you can implement strategies that have helped thousands of sales professionals around the world improve their closing rates and reduce follow up. **L**

B3J The risky business of fitness: prevention, privacy and liability

Panel:

Dr Dion Klein

ACT

Richard Peil

ACT

Shaun Creighton

ACT

Stephen James

ACT

This interactive session explains how to manage risk for all fitness businesses, from small personal training studios to large scale fitness centres. Topics covered include conducting your own internal risk management audit, preventative strategies to reduce the potential of injury and occupational health and safety and privacy issues relating to your clients. **PA**

B4G Are you being served?

Sandi Reay

NSW

From this dynamic presentation you'll take home strategies to improve customer satisfaction, staff buy-in and your bottom line! This is a must attend session if you are serious about unleashing your true service potential. **L**

B4H Tapping into the corporate market

Andrew May

NSW

Do you want to expand into the corporate market? This session provides a 7-step approach to making money from this lucrative market, from initial research ideas, establishing a product, prospecting, the boardroom presentation, to running a successful structured worksite health promotion program. **L**

B4I Do you have an exit strategy?

Panel:

Tony de Leede **NSW**

Greg Hurst **NSW**

Jan Spaticchia **UK**

Justin Tamsett **NSW**

Chair: Steve Jensen **NSW**

Share in the advice from club operators who have experience in both selling and buying clubs. You'll come away from this session with a comprehensive understanding of the importance of planning for an exit and how you can ensure the process goes smoothly. **PA**



B4J To sell with love

Stephen Ibrahim

NSW

A study conducted by CNN concluded the number one reason people do not like enquiring at health clubs is the 'high pressure sales people!' Find out how you can use emotional connection to achieve unprecedented member loyalty, staff loyalty and sales results. **L**

C1G No secrets to success

Richard Chew

NSW

Travel the road to success with one of Australia's most successful club owners. You'll leave this awesome session with a comprehensive understanding of sensible fundamental principles, and the tenacious application of them, for bonafide business success. **L**

C1I Demystifying the law - legal for leaders

Nigel Myers

NSW

This informative presentation turns legal jargon into plain English, teaching you how to take control of your own legal matters, where to go if the going ever does get tough, the level of protection of your existing pre-exercise questionnaire and heaps more! **L**

C2F How to be a powerful woman

Rowena McEvoy

QLD

Learn the skills and strategies required to become a big success in business regardless of any odds you may feel are stacked against you. A brilliant session for both men and women who want to beat the odds and create a long term, successful business and a balanced, happy life. **L**

C2G The challenge of change

Jan Spaticchia

UK

Values and principles provide the bedrock on which a strong business is built, but it is the way in which an organisation embraces change that will determine its ultimate success. From this enthralling session you'll take home powerful strategies for the positive management of change. **L**



C5E Play as a team

Klinton Hoare

NSW

This dynamic presentation focuses on the latest research into human performance, teaching you how to create a cohesive team through improved communication, collaboration and increased team spirit. **L**

'I was absolutely exhausted after 3 days and my brain was overflowing but couldn't wait to get back and use the info and ideas. Each year, FILEX energises me for the year ahead. I love it.'

Donna Harris, QLD