

BUSINESS

Share in the wisdom of business experts, to help make your business work better for you and your members.

BUSINESS

FILEX 2007 Business Summit

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The great game of business ♦ FACILITATED BY JUSTIN TAMSETT

The essence of every game is to win and to have some fun in the process. There are rules to play by, but the really skilful players push the boundaries and develop new strategies to stay focused on the goal. This year's Business Summit will help you sharpen your playing skills in the great game of business. Learn new low cost and proven strategies to position your club or fitness business closer to the winner's podium. Learn from industry marketing and communication experts with proven experience in developing winners. If you want to enjoy the great game of business and finish first, you can't afford to miss this year's Business Summit!

What to do when the Russians are at the door: handling the competition

VICTOR BRICK

In the competitive world of business, one thing is inevitable – there will always be competition. In order to be successful you must know how to handle your rivals. Victor reveals the importance of knowing your brand, knowing your staff, re-investing in your product, and programming and pre-emptive planning. The saying 'keep your friends close, keep your enemies closer' has never been so relevant!

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Prime the press

SUE CURRIE

Learn strategies to increase media coverage of your business, including how to successfully publicise, how to write media releases that get published and how to effectively use PR tools. Sue, whose many years in the public eye have given her a sound understanding of how the media works, will give you prime ideas to raise your business profile.

Start and spread a referral virus

ROBERT GERRISH

Everyone loves word-of-mouth referrals but less than 5% of business owners actively generate them. Discover the importance of referrals, who they come from (and why) and how to generate more. Learn to talk powerfully and confidently about your work and use networking as an effective marketing tool. Take away an action plan to start the referral ball rolling for your business.

Engaging people using non-traditional marketing

ADAM FERRIER

Acting like everybody else does not engage people, nor get their attention. Adam reveals how to do things differently and build your brand using new, different, and non-traditional forms of marketing communications. If terms like Vlogging, ARG's, the Long Tail, RSS, and Scraping mean nothing to you then you will learn plenty with which to pepper your next marketing conversation!

The great game of business on a shoestring budget

EXPERT PANEL: CHAIRED BY JUSTIN TAMSETT

Part of the great game of our business is maintaining the appropriate number of members for your facility. This session addresses different views on how many people can be a member of your club, and also looks at the successes and failures of marketing strategies to gain new members and keep existing ones! You'll also enjoy the opportunity to ask questions about various approaches to gaining, and retaining, new members.

NEW VENUE!

Venue: Four Seasons Hotel,
199 George St, Sydney

Date: Thursday 19 April 2007

Time: 8:30am to 5:30pm

Price: \$295pp

CECs: 4

This 1-day Summit includes a networking business lunch, refreshment breaks and a cocktail reception at the end of the day.

FILEX 2007 Business GOLDPASS

GOLDPASS

The FILEX 2007 Business Gold Pass is a comprehensive convention package that has been designed specifically for fitness business owners and managers. This Gold Pass allows you to participate in the following business-specific events:

◆ **FILEX 2007 Business Summit** (Thursday 19 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 succeeding in the *great game of business*.

◆ **Business Breakfast** (Saturday 21 April)

This annual event serves up a hot breakfast and the opportunity to interact with fellow business owners and operators, while learning from the experiences of an esteemed panel of business experts (See below for details).

◆ **Three-day FILEX Convention** (Friday 20 to Sunday 22 April)

FILEX includes a compellingly relevant fitness business program, presented by leading business presenters from all over the world. Your three-day experience will motivate and inspire you with cutting-edge information and ideas to make your profits soar (See following pages for business sessions).

◆ **Australian Fitness Expo** (Friday 20 to Sunday 22 April)

Your FILEX 2007 Gold Pass provides you with three days of unlimited access to the largest fitness exhibition in the Asia Pacific region (See back cover).

◆ **Business Lunch** (Saturday 21 April)

The annual FILEX Business Lunch centres around a delicious meal, but the highlight is the opportunity to network with fellow business associates over an informative and entertaining presentation (See below for details).

◆ **Business Lounge**

Gold Pass holders receive unlimited access to the Business Lounge, situated within the Australian Fitness Expo. The Business Lounge provides free internet access and complimentary tea and coffee and is accessible while the Australian Fitness Expo is open.

◆ **FILEX 2007 Business Gift**

As a Business Gold Pass holder you will also receive a complimentary gift as a token of our thanks for your support of the industry's flagship event – FILEX.

GOLDPASS

TAKE ADVANTAGE OF THE FILEX 2007 BUSINESS GOLD PASS AND SAVE \$\$\$s!

Please note: When you fill in the registration form on pages B, C and D (centre pages), remember to fill in your session selection form for the FILEX Business Program. Business sessions do book out, so it is essential to provide three preferences, in case your first or second choice is full.

Business strand (3-day program)

KICK START YOUR DAY WITH A FILEX BUSINESS BREAKFAST!

The secrets to successful pricing strategies
EXPERT PANEL: CHAIRED BY GREG HURST.

Saturday 21 April, 7:30 to 10am ◆ \$65pp or GOLDPASS

One of the single most important aspects of your success lies in the price you sell your memberships; don't charge enough and your business struggles with too many members, but charge too much and you may have too few members! This interactive presentation lets you learn from the pricing experts. Our very experienced panel have learnt lessons from their pricing mistakes, so come and share in their secrets to successful and smart pricing, development of programs rather than memberships, and the theories around joining fees. This lively session will be chaired by Greg Hurst who will give you plenty of opportunity to ask questions to directly benefit your business. **PA**

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INCLUDED IN
GOLDPASS

BUSINESS LUNCH

Planning ahead – The key to financial security
RICK COSIER

Saturday 21 April, 12:30 to 2pm ◆ \$75pp or GOLDPASS

This session provides some thought provoking suggestions on how to plan the rest of your life. When do you want to retire? How much income will you need, and how will you get it? What's your business worth? Do you have an exit strategy? How much should you contribute to super? Rick also looks at legal responsibilities of self managed funds and taking advantage of tax concessions for small businesses. **L**

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INCLUDED IN
GOLDPASS

ATTENTION: All business delegates! Be the first to experience the latest

From 10am to 1:30pm on Friday 20 April, the FILEX 2007 Convention program provides you with the opportunity to head straight to the Australian Fitness Expo's new dedicated trade hall (Exhibition Hall 5), without missing any business sessions! You'll be among the first delegates to check out the latest innovations and fitness equipment from leading suppliers.

All business delegates attending will be provided with a complimentary buffet lunch and go into the draw to win a major prize which will be drawn on the day at 1pm.

For further information, contact Ashley Robertson on +61 3 9261 4564 or visit www.fitnessexpo.com.au



Business strand (3-day program)

TRAINING WORKSHOP

A1T ♦ The 5 steps to quality management

Friday 20 April, 8am to 6pm

PRESENTED BY JUSTIN TAMSETT

If you are new to fitness management then this informative and enjoyable one-day certification course in fitness facility management is ideal for you. Entry level managers will receive advice from one of Australia's leading fitness business experts as to how you can improve your club's bottom line, ensuring you leave empowered and filled 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 action tomorrow what you have learned today!
- ♦ Retention – 31.5 ideas to enhance the retention of your fitness business. **WS**

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A1G ♦ How to attract, retain and inspire supertars to your PT company

HEIDI DENING

The fitness industry is a transient one, so finding the right trainers and keeping them will inevitably mean you will have a more successful company, fewer headaches and more dollars. Heidi has been attracting and retaining personal training superstars for years. You'll reap the rewards of her experience in this informative session as she shares her best tips for recruiting, training and retaining great personal trainers. **L**

A2A ♦ How to develop a praise culture

VICTOR BRICK

Your most valuable asset is your staff. To improve staff performance and increase staff retention it is vital to create a corporate culture where they feel appreciated. Learn how to motivate each individual staff member, and how to make working for your organisation enjoyable. Victor reveals techniques to develop esprit de corps and shows how to use humour to get desired behavioural results. **L**

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A2B ♦ Common mistakes in setting up and running fitness facilities

RICHARD BEDDIE

In this dynamic session, Richard covers the many lessons learnt in setting up and running health clubs, exploring areas including staff, leases, marketing, sales, gym floor operations, personal training and group exercise. This session is ideal for those aspiring to own their own centres and for existing club owners to see that they are not alone in making mistakes and learning from them! **L**

A2G ♦ Building financial freedom from PT

ANDREW SIMMONS

In this fantastic session, Andrew shows you how to build a great business that can operate without you. Using his vast experience as a businessman and trainer, Andrew also provides you with many tools to put you ahead of the competition and turn you into truly great business operator and leader of people. The session includes simple tips for attracting literally hundreds of clients. **L**

A3A ♦ Leadership lessons from elite athletes

ANDREW MAY & DAVID MISSON

Want to learn about the similarities between business and elite sport in the areas of leadership, teamwork and personal accountability? Come and explore what it takes to be an elite performer, whether in sport, in business, in your relationships or in your life! High performance behaviour and habits have extensive crossover when determining the successful performance of individuals and teams. **L**

A3B ♦ Build a club business with exponential growth potential

GRANT GAMBLE

Build your peripheral profits to meet or exceed your membership income. Wall Street suggests that peripheral profit areas can, and should be at least half of your income. Join Grant to explore some simple and novel ways to drive peripheral income. **L**

A4A ♦ Marketing your fitness business on the internet

VICTOR BRICK

Whoever controls the ink, controls the industry, and as the new 'ink' is the internet your marketing is no longer limited by your budget, only by your imagination. Learn how to use your website as a marketing tool and

how to use e-newsletters, blogs, e-loops and e-mail blasts to market to members and non-members alike. This session will take your business to the next techno-level! **L**

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A4B ♦ Play as a team

KLINTON HOARE

The measure of how good a game is played is how well the team played as a whole. Learn how to apply principles used to train the world's elite sporting teams to your fitness business. Increase your team's effectiveness through communication, collaboration, increasing team synergy through trust, setting purpose driven team goals and putting team objectives ahead of personal agendas. **L**

B1A ♦ Double your sales conversions!

SUMMER NELSON

In this super-charged session, Summer teaches you how to instantly increase your sales. Learn secrets of sales professionals who get a 'yes' every time, and take away strategies to create a sophisticated process far removed from the image of the pushy salesperson. If you want more personal training clients, club members or to simply improve your own sales skills, this session is for you! **L**

B1B ♦ Manage the activities and the results will take care of themselves!

GLENN DOBSON

Just turning up to work everyday will not grow your business. Discipline, planning and a high level of quality activity are required to achieve the results you aspire to. Glenn teaches you the disciplines and skills that you can take away and implement immediately to generate the right balance of quantity and quality leads to create a sustainable and profitable business. **L**

B2A ♦ Create sustainable results for you and your members

GRANT GAMBLE

Many people who join a fitness facility struggle to get into the flow of fitness and wellness, and consequently drop out. Explore a whole new way of thinking about orienting new members and getting them committed to fitness at your club. Grant shares his wisdom and insights into how sustainable results will motivate your customers to stick to their programs and their memberships! **L**

Business strand (3-day program)

B2B ♦ Building your business in record time **DOMINIC & MELONY DOS REMEDIOS**

A surefire way to lose personal training clients is by force feeding them what you think they need rather than actually listening to what they want. Dominic and Mel show you how to avoid this pitfall by teaching simple questioning skills and sales tools which encourage client commitment. Ultimately this will enable you to give your client what you know they need, while building your business at the same time. **L**

B3A ♦ Six cylinder marketing **GARY BERTWISTLE**

Marketing is playing an increasingly important role in attracting and retaining members - is yours running on all six cylinders? Learn some simple, cost effective and practical ways to give your marketing and promotion real power while increasing value and profits. Differentiate yourself from your competitors and win in tough times. Inefficient marketing is expensive, so get all six cylinders working for you! **L**

B3B ♦ Create an annual theme and quarterly focus for maximum growth **VICTOR BRICK**

Accomplish your annual business goals by creating a yearly theme reinforced with a quarterly focus. The theme is crucial for moving your business forward, and the focus emphasises what must be addressed to accomplish your theme. Learn how to create excitement around these ideas and get everyone in your organisation to buy in to their importance. Remember, if you chase two rabbits, both will escape. **L**

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B3I ♦ Turn the action plan into action! **MICHAEL VINCENT**

Learn why most fitness professionals' action plans never get implemented and how yours can avoid the same fate by being turned into reality. Apply the same principles to your members and clients and watch your retention soar! This session can ensure that your FILEX investment pays for itself! **L**

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B4A ♦ Referral programs that work **LYNNE BRICK**

The most efficient and cost effective way to grow any business is through referral. Learn how to run a program that generates you leads and hear examples of referral programs that really work. Learn how to create a win-win-

win scenario and use the Rule of Reciprocity to your advantage. Take away the keys to a successful program that will immediately increase your member referrals! **L**

B4B ♦ Rapport – The only way to make sales! **STEVE JENSEN**

Many sales are lost in the first two to five minutes because salespeople make prospects feel uneasy and wary. Steve reveals how to use the power of rapport and effective communication to maximise every income opportunity and join the ranks of the world's most successful salespeople. Use rapport to eliminate the need for pushy selling techniques that push potential members and clients out of the door. **L**

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B4G ♦ Stand out from the crowd **ROB HALE**

By helping you understand your unique selling points, Rob teaches you how to maximise your earning potential by providing truly individualised training service to each client. By comprehending the impact of exceptional service on client retention you can run a self-generating business based on superior service. Take control of your clients and stand out from the crowd! **L**

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PLENARY SESSION

B5H ♦ Compete on value, not price **GRANT GAMBLE**

Value, not price, is what ultimately motivates quality members, yet many clubs struggle in highly competitive, discount driven marketplaces. This session teaches you how to create value by differentiating your product so distinctly that prospective clients and existing members will not even be able to draw comparisons between you and the 'competition'. **L P**

PLENARY SESSION

C1A ♦ Work less, achieve more **ROBERT GERRISH**

This interactive presentation dispels the business myth that if you're not working extremely hard, you're not really working at all. Using tips and tools amassed over the years, Robert explores a way of working that focuses not on how much you do, but what you do and how you do it. Take away a work plan that will see you achieve more in less time. **L P**

C3A ♦ How to lead your business team to victory **ROWENA MCEVOY**

Develop leadership qualities, skills and systems that will not only have your team working smoothly together, but going that extra mile every time. Learn how to develop the champion team mentality that helped Rowena's business get listed on the 2005 BRW Fast 100 list as one of the hundred fastest growing companies in Australia. **L**

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C3B ♦ The seven steps to a successful marketing plan **VICTOR BRICK**

Effective marketing can be the difference between success and failure for small companies. Learn how to develop a marketing plan that maximises your resources and gets the highest return. Victor teaches you how to be proactive and create marketing opportunities instead of being reactive and waiting for opportunities to come to you. **L**

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C3G ♦ What you're doing wrong in sales! **ANNETTE & PETAR LACKOVIC**

Experience a FILEX first! Sit back with your popcorn and relax as Petar and Annette take you on a journey... Watch the 'show' unfold, witness the most common mistakes made by salespeople and learn how simple it is to correct them and ensure success forever. You will take home a bundle of awesome tips that will make, and save, you a fortune. **L**

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C4A ♦ The art and science of growing your business **GRANT GAMBLE**

Explore a myriad of marketing principles that have proved to be incredibly successful in the fitness club business. Join Grant to follow a case study of a club opening which employed a number of these principles and achieved outstanding results. **L**

C4B ♦ Venus managers in a mars world **LYNNE BRICK**

To understand what motivates men and women and how they react differently to the same stimuli, it is important to understand their physiological differences. Learn how to accommodate these differences to get the best results in the workplace. Men are from Mars and women are from Venus but they can work effectively together here on earth! **L**

SESSION TYPES: L – Lecture, P – PLENARY