

PERSONAL TRAINING

B1A PART I: SCIENCE OF RUNNING **TECHNIQUE MODIFICATION: CHANGE IS A DANGEROUS GAME** **JASON MCLAREN**

This lecture offers a fascinating insight into the scientific theory behind modifying running technique. Past research on running biomechanics and the developments in modifying running technique are reviewed, and the factors that affect running technique and injury are explained. This informative session also explains why injuries caused by inefficient running technique can also occur from modifying technique. (See Outdoor Section for Part II) **SS**

B1B PERSONAL TRAINING PEOPLE IN PAIN **- A PERFECT PRACTICE™ WORKSHOP** **ANNA-LOUISE BOUVIER AND LISA CHAMPION**

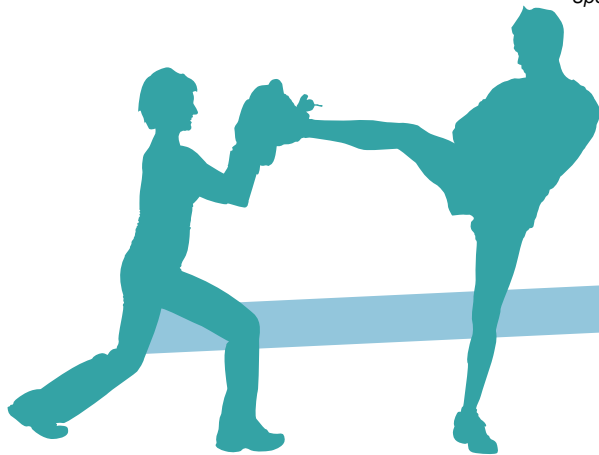
Ideally, personal trainers wouldn't have to work with clients in pain. In reality our clients frequently suffer from bad backs, neck pain and a host of other ailments. As personal trainers, we need to understand what we can and can't do for these clients. Learn from Anna-Louise how to better assess clients in pain. Then Lisa will share clever programming ideas to incorporate into your training sessions with these special clients. **SS**

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B1C MANAGING YOUR DIABETIC CLIENTS **LEANNE HAMMOND**

You will leave this session with a greater knowledge of diabetes and with practical strategies to help your diabetic clients achieve their health and fitness goals. Leanne consults diabetic and insulin-resistant clients for nutritional and exercise intervention on a daily basis and covers issues such as diabetic medications, complications, nutritional guidelines, hyper- and hypo-glycaemia, ideal exercise prescription and case studies. **L**



B2A SHOULDER INJURY PREDICTION, PREVENTION AND REHABILITATION - THE ESSENTIALS

PAUL WRIGHT

This lecture outlines the cornerstones of safe exercise prescription and rehabilitation for the new to intermediate level fitness professional. Paul explains the top five injury prediction tests, the ten most dangerous and ineffective exercises and the top 10 rehabilitation exercises for the shoulder. **L**

B3A DELIVERING QUALITY PRESENTATIONS

ANDREW MAY

Have you ever thought about putting together a talk on stress management, fat loss, or any other health related topic? In this session Andrew provides you with a template for designing and delivering quality presentations. Walk away with the confidence to present to a wide range of audiences, with the knowledge that you can experience business growth as a result of your greater exposure. **L**

B3B DOUBLE YOUR PERSONAL TRAINING PROFITS

KERRY MCEVOY

Come and learn how to increase your profits 100% by increasing your value by as little as 10%. Make your personal training business so valuable to clients that they will never compare you to your competitors on the basis of price. A session not to be missed by anyone whose bank account is still lacking after a busy week of personal training. **L**

B3C THE SECRETS OF LONGEVITY AND QUALITY OF LIFE

PAUL TAYLOR

Our bodies are complex organisms that rely on the smooth interaction of the cardiovascular, muscular, respiratory and hormonal systems. This session investigates strategies for enhancing longevity and quality of life and examines the role of exercise, degenerative diseases, free radicals, fad-free nutrition and stress. You will gain fuller understanding of how the body functions on a cellular level and how to achieve optimal health through lifestyle. **L**

B4A ADVANCED HYPERTROPHY PROGRAMMING

PAUL WRIGHT

This session delves into the mechanisms for hypertrophy and the reasons why most programs fail to deliver effective results. A detailed analysis of the most productive exercises, programs, sets, reps and protocols is included. Participants are able to analyse their own programs and discover the best program options available. You will leave this session with a totally new hypertrophy programming perspective. **SS**

B4B LEAD YOURSELF AND YOUR TEAM TO MASSIVE SUCCESS

ROWENA SZESZERAN-MCEVOY

Success is determined not by who you are, but by who you become. Rowena helps you realise and release the potential within yourself and your clients, so that you can have a magnificent career, live a magical life and leave a valuable legacy. A session not to be missed by the professional who wants to be the best at what they do. **L**

B5B PERFECT PRACTICE™: CUTTING EDGE CORE CONTROL

ANNA-LOUISE BOUVIER

Great core control is like a great gear box – smooth transitions from first to fourth gear and not too much revving. Anna-Louise will take a look at everything from BOSUs to balls, balance to back flips and beyond, to figure out just what gear you are trying to get your clients into and, most importantly, whether or not they're ready for it. Learn the skills of a great body mechanic and really understand how to work the low-level to high-level core control! [L](#)

Sponsored by



C1A KNEE INJURY PREVENTION AND REHABILITATION

PAUL WRIGHT

This lecture outlines the cornerstones of safe exercise prescription and rehabilitation for the new to intermediate level fitness professional. Paul also explains the top five injury prediction tests, the ten most dangerous and ineffective exercises and the top 10 rehabilitation exercises for the knee. [L](#)

C1B PT MARKETING MADE SIMPLE

ANDREW MAY

Gain maximum return for your business with affordable and creative marketing methods. Andrew shows you how to develop a yearly marketing plan, capture the inactive market and lucrative corporate market, identify your point of difference, build a strong brand, use testimonials effectively, create an activities and events calendar and develop a member referral program that really works! [L](#)

C1C PERSONAL TRAINING OR PSYCHOLOGY TRAINING?

DR ELIZABETH CELI

Are your clients over-exercising? Psychological factors can drive individuals to dangerous exercise practice. Gain a deeper understanding of the Fitness Australia Guidelines for Excessive Exercisers, and learn to recognise excessive exercisers and how they can challenge your role as a personal trainer or club owner. Ensure your clients walk out of your facility, rather than crawl out on all fours! [L](#)

C1K FACIAL REJUVENATION - EXERCISE FOR THE FACE

JILL HEALY-QUINTARD

Exercising the face is as important as exercising the body! This fun lecture introduces facial exercises as part of your group fitness, Pilates or personal training session. Jill teaches 18 facial exercises which include posture, facial massage and relaxation techniques which boost blood supply to the muscles, giving clients a youthful glow no matter what their age. [IL](#)

C2A FIT FOR TWO

LIZ DENE

Explore everything you need to know from pre-conception care through to optimal training for each trimester. From this enlightening session you'll take home a thorough understanding of the latest research findings and how they relate to exercise and nutrition in pregnancy. If you train this special group you can't afford to miss this session. [L](#)



C2B HELP! I CAN'T SELL! **ISH CHEYNE**

Too many personal trainers are not generating the income they are truly capable of, not because they can't write programs, but because they don't recognise the need to build value into the relationships they have with their clients. Relationship selling is critical to your business success and this session equips you with the tools you need to achieve it. [L](#)

C3A NEUTRAL SPINE, NEUTRAL JOINTS **CLAIRE NORGATE**

Join Clare to unravel the mysteries of why your clients all need individualised programs. This fun and interactive session is a must for personal trainers who want to increase their understanding of the kinetic chain. Several key strategies for correcting alignment and controlling posture are also addressed. [L](#)

C3B EXCEEDING EXPECTATIONS **ANDREW MAY**

This jam-packed session will make you stand out from the crowd by guiding you through cost effective 'value adding' strategies designed to maximise customer service. Andrew teaches strategies for variety and fun, ways to develop ancillary services and maximise profits, and a personalised Goal Setting Action Plan to help you get to where you deserve to be. [L](#)

C3C DEALING WITH CLIENT DEPRESSION - EXERCISE AS AN UPPER! **DR ELIZABETH CELI**

Depression is a common mental health problem experienced by 1 in 5 Australians. Elizabeth increases your awareness of the symptoms and lifestyle difficulties of clinical depression and explains how exercise can be an effective tool and complimentary therapy in recovery from depression. Strategies for keeping your recovering clients on track are also explored. [L](#)

C4A MOTIVATE YOUR CLIENTS THROUGH RESULTS-BASED PROGRAMS **BEN BUTLER**

Come and learn how to adapt and manipulate your programs to get the best results for your clients whether for strength, muscle gain, fat loss or general fitness. Design advanced programs that guarantee results and keep your clients motivated and inspired. A must attend session for those wanting results. [L](#)

C4B HEALTH COACHING – A BRAVE NEW WORLD **LISA CHAMPION**

Health coaching is an emerging field with huge relevance for personal trainers. It's all about getting people to take ownership of their goals and the goal-setting process. It's about personal trainers becoming less directive and more intuitive and clever about how they help clients achieve success. Lisa introduces the principles of health coaching and teaches creative new strategies to implement the philosophies into your training. [IL](#)

PERSONAL TRAINING

C4K TOP DOLLAR PERSONAL TRAINING

JON MAILER

Some personal trainers charge \$150-\$200 per hour for their services. This session gives you the inside information on what you need to do to step up to the next level as a trainer. You can be an average trainer or you can join the top five per cent of trainers that become truly outstanding and successful. [L](#)

PERSONAL TRAINING LECTURE PLENARY

C5A A BUNCH OF 5s

PAUL WRIGHT

Paul's twenty years in the health, fitness and rehabilitation industries have provided him with plenty of material for this eclectic session of ideas and experiences. Discover his 5 best and worst exercises, 5 best injury prediction tests, 5 ways for personal trainers to avoid litigation, and the 5 keys to successful weight training. He even shares the 5 funniest things he has seen in a gym, and more! [P](#)

PERSONAL TRAINING PRACTICAL

B1D BOSU² – DOUBLE THE FUN

PETER TWIST

BOSU² harnesses the best of BOSU balance training and applies it to a movement oriented training paradigm. By exercising on two BOSU Balance Trainers, participants achieve the best of lateral movement, eccentric loading braking stabilisation, mobility, agility, leg power, upper body strength and other components that feed into functional fitness and sport-specific training. Take your BOSU to another level: BOSU² [WS](#)

B2D HIT THE DECK FOR OPTIMAL ONE-TO-ONE TRAINING

MICHAEL JEFFREYS

Have you experienced the ultimate personal training tool yet? This session is jam-packed with Deck-based exercises that you can use instantly with your PT clients. Whether it is effective cardio, strength or resistance training methods you seek, the Reebok Deck delivers the goods! Never before has one piece of equipment been so versatile! Come to this

awesome session with brand new content, and you'll take home the most comprehensive and effective training programs for all types of clients. PLUS you can buy your Deck and its accessories for a drastically reduced price at the end of convention, simply by placing your order after this session (see page 10 for details)! [WS L1](#)

B3D PT ON THE BALL

LISA WESTLAKE

Get your clients on the ball for a fresh and effective training challenge! Mix and match fitballs, medicine balls, bands, weights and more, to attain a vast range of user friendly, effective exercises. Emphasis is placed on modifications and progressions to suit individual goals and abilities. Regardless of your personal training experience, this session equips you with loads of new training tools! [WS](#)

B4D STRENGTH BALL TRAINING

PETER TWIST

Join Peter as he re-examines training with the medicine ball, stability ball and the fitball. Focusing on balance, core stability, rotary power, force initiation and deceleration, and Linked System™ strength, this workshop will re-invigorate your training sessions with new ideas and exercises. Progressions and modifications for all exercises allow you to better program and prescribe for everyday clients, kids and athletes alike. **WS**

B5D COMBINING STABILITY AND CONTROL WITH ADVANCED STRENGTH EXERCISES

BRAD SHEPPARD AND MICHAEL RIDGWAY

Impress your clients with advanced resistance exercises and knowledge of the principles of applying stability and strength simultaneously. You will leave this session with a wider exercise repertoire and an understanding of specific focus points for ideal performance in your clients training. **WS**

C1D BEST EXERCISES FOR THE LOWER BODY

TONY BOUTAGY

Strength coach Tony Boutagy reveals how to design, implement and teach leg strength training programs for all client levels. He teaches variations of squats and pulls, lunges and step ups and shows you how to design optimal lower body training programs. Many of the popular beliefs in strength training are discussed and their weaknesses demonstrated. **WS**

C2D BEST EXERCISES FOR THE UPPER BODY

TONY BOUTAGY

Learn from strength coach Tony Boutagy how to design, implement and teach upper body strength training programs for all client levels. He goes into detailed analysis of pressing, pulling and rowing variations and also discusses the limitations of some current trends in strength training. Additionally, you will learn how to design optimal upper body training programs. **WS**

C3D SPORT BALANCE

PETER TWIST

Balance is highly trainable and transfers to most sports and activities. Peter teaches you how to integrate unstable surfaces into every aspect of your training session from warm up to cool down. Progressions and regressions for traditional and non-traditional training tools, such as the stability ball and BOSU, are utilised for exercises that you can use with clients of all ability levels. **WS**

C3G TAKE YOUR CORE TRAINING TO THE NEXT LEVEL

MARIETTA MEHANNI AND KATHERINE TSEBELIS

Combine the integrity and stability of the step platform with the mobility and versatility of the fitball to achieve the ultimate training regime. This exciting and innovative master class intertwines concepts such as cardiovascular training, strength, stability, control and balance. You will be able to effectively unite and utilise two fundamental tools of exercise in order to take your clients to the next level. **MC L1**

PERSONAL TRAINING

C4D HIT THE DECK FOR OPTIMAL SMALL GROUP TRAINING

MICHAEL JEFFREYS

Do you deliver, or are you interested in delivering small group training? Find out how the Reebok Deck can make this task a 'piece of cake'! From this sensational session you'll take home an abundance of program ideas and exercises to attract and accommodate small group training into your services. Once you've tried the Deck, you'll see just how essential it is to your PT equipment collection! And remember, you can buy your Deck and its accessories for a drastically reduced price at the end of the convention, simply by placing your order after this session (see page 10 for details)! **WS L1**

PERSONAL TRAINING OUTDOOR

B1E OUTSTANDING OUTDOOR TRAINING

HEIDI DENING

Want to be the most sought after personal trainer in your area? Then don't miss this outstanding outdoor session. You'll walk away with dozens of new ideas that will keep your clients motivated, while getting the results they want! **OD**



B1A – PART II: SCIENCE OF RUNNING TECHNIQUE MODIFICATION: CHANGE IS A DANGEROUS GAME

JASON MCLAREN

Enjoy an applied explanation of the methods involved in correcting running technique inefficiencies. Learn how to apply running research to a practical situation and identify when it is important to modify running mechanics. The session also explores the biomechanics and neuromotor patterns of specific exercises and drills that help with technique modification for a variety of running based sports. **OD SS**

PERSONAL TRAINING PRACTICAL PLENARY

C5B COMPETITION + PLAY = HARD WORK AND FUN!

PETER TWIST

This session provides you with new and innovative balance, strength and movement exercises to test your ability to read and react, use manual resistance, and have fun! A must attend for personal trainers and sport coaches looking for interactive training ideas. Do you want to get fit while training your clients? Do you want to see clients laughing while working hard? These drills achieve just that! **P WS**

B3E FOUR FEET FITNESS: POLE WALKING

JOE WAIDE

See why four feet fitness is the future of physical activity. This session focuses on how to get people pole walking, both in groups and for individual health and fitness personal training sessions. Gain more clients through diversifying your personal training base and increase your repertoire of skills by getting more people in your community moving. **OD**

B4E BUTT CAMP

RACHEL GRIEVE

Take away Rachel's top twenty workouts for a toned toosh. You'll leave this session armed with the best training ideas that deliver both functional and aesthetic benefits, a good knowledge of glute anatomy and how to make it work, and tips to overcome the myth-information about this body part. Your clients will love these result-oriented exercises that really kick butt! **OD**

B5E THE WALKING COACH

STEPHANIE MCLENNAN

Do your clients walk every day, yet never seem to get any fitter or lose any weight? Stephanie compares walking programmes focusing on improving cardiovascular fitness with programs more suitable for larger people whose initial goal is fat loss. Ideas for walking skills and drills, evaluating participants and making walking more interesting and challenging are also explored. **OD**

C2E THE BUSINESS OF OUTDOOR TRAINING

HEIDI DENING

It takes more than being able to use bands and ropes creatively to have a successful outdoor training company. If you would like to build an outdoor training career, don't miss this interactive workshop. You'll learn all the theory and practical tools necessary to guarantee you the lifestyle you have always dreamt about. **L WS**

C3E AN ADVENTURE CHALLENGE THAT CAN CHANGE YOUR CLIENTS' LIVES

DIANE WESTAWAY

This enlightening session guides you through a step-by-step approach to establishing 'goal oriented adventure training programs' that can grow your personal training business, whilst allowing you to travel to the most beautiful destinations in the world. Diane details how incorporating adventure challenges into your training business can provide your clients with life changing experiences so that they keep coming back for more! **L**

C3EX GROW YOUR CLIENT BASE WITH

NORDIC WALKING

ANJA HORST

Increase your business and client base by introducing Nordic Walking to your program. Learn how to take your business to the next level by offering this safe and fun way to get fit, packaged in a system for gaining ongoing referrals. If you want to be part of the fastest growing sport in Europe and America then you must attend this session. **OD**

C4E OUTDOOR GAMES FOR THE YOUNG AT HEART

STEPHANIE MCLENNAN

This practical workshop focuses on the place of games and light hearted activities in group training for the active and enthusiastic baby boomers market. Learn how to 'play games' safely, while maintaining the desired fitness components. Stephanie also explores ideas and experiences for marketing group outdoor sessions to these 'young at heart' exercisers and potential clients. **OD**