

» PROFESSIONAL DEVELOPMENT

Challenging yourself to look at everyday aspects of your life from new perspectives will turn you from an ordinary fitness professional into an extraordinary one. The FILEX 2010 Professional Development program delivers inspiring ideas to help you approach your business, and life, from a whole new angle.

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From gym floor to board room –
Presenting skills for fitness professionals
➤ A1M

Melony dos Remedios

Join Melony and learn how to tap into the exciting corporate health market with effective communication. Discover how to be authentic, get your audience engaged, deal with nerves and respond effectively to tricky questions. Take home an understanding of how to maximise every meeting with prospective corporate clients, leverage the power of stories and anecdotes in your presentations and simplify content collation. L

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



Beat the instructor shortage! ➤ A2N
Marietta Mehanni & Ange LaScala

One of the biggest issues facing clubs today is employing and retaining quality, reliable instructors. With more clubs opening and less group exercise instructors emerging, the shortage of instructors has become a crucial issue. Marietta and Ange have developed proven strategies that will have long term effects in how your group fitness team work together and teach together. L

DISC-over what makes your
clients tick ➤ A3N

Anthony Spark

Using the DISC personality system you can ensure you communicate with your clients, or potential clients in a language that they will not only understand, but respond positively to. Join Anthony for this fascinating session in which he provides the tools to help you multiply your income and reduce attrition. L

GFMs – Are you leading people or
managing systems? ➤ A4M

Nathalie Lacombe

As group exercise managers or coordinators we expect full time commitment from part time



instructors. We ask them to take ownership of their time slots, yet need them to embrace schedule changes. Nathalie discusses the struggles of effective leadership attached to efficient club systems management and explains how the delicate balance will maximise the success of your team, club and members. L

Systematic cueing ➤ B1O
Helen Vanderburg

Develop the systematic technique for coaching and cueing that helps your clients and class participants get more from every exercise you teach. From yoga to resistance training, this systematic approach to exercise technique and alignment cueing will bring mindfulness to everything you teach. Learn how you can advance your coaching and cueing skills to assist your clients in achieving their goals. L

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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Wild walking: a mind body spirit
experience ➤ B4M

Lisa Marshall

Join Lisa Marshall and the team from Wild Women on Top for the most amazing 'Wow' experience you can imagine. You will be taken to a secret location, where you will participate in a Team Adventure Treasure Hunt, followed by a mind, body, spirit 'adventure health' experience that will rejuvenate and refresh you right down to your bones. OD

I don't do 'aerobics' – could I profit from
group exercise? ➤ B4N

Nathalie Lacombe

Increase your client base and revenue by capitalising on your current skill set. You don't need to be an 'aerobics' instructor to profit from group exercise. Join Nathalie to discover how to get involved in indoor cycling, rowing, small group training and more. With the help of this session's tools and programs you'll be wowing participants and recruiting clients in no time! L

Motivation and stress – The good, the
bad and the ugly ➤ C1L

Amanda Jeffreys

Stress affects us all in many different ways. Amanda explains the fascinating links and contrasts between stress and motivation and provides some great new skills that you can implement immediately to support yourself and your clients in this vital area of functioning. L

Become a fitness mercenary ➤ C1M
William Sukala

Most of the fitness industry's top professionals expand their repertoires to include writing, lecturing, consulting or project work. You want to climb to the next level too, but where do you begin? William brings it to you straight, with tried and tested techniques and free advice based on his two decades experience as a 'fitness mercenary'. L

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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Session types: L – Lecture, OD – Outdoor