

# PERSONAL TRAINING SESSIONS



# //PT BUSINESS SUMMIT

Featuring a range of highly sought-after presenters from within and outside the fitness industry, the 2011 PT Business Summit is a day you cannot afford to miss.

The Summit opens with **Karen Woolley**, Associate Professor at Queensland University, exploring the concept of 'small giants' – companies that embrace their charisma and choose to be great rather than big. Then renowned physiotherapist **Anna-Louise Bouvier** shows you how to create a feel good PT business that trainers and clients will want to be part of. **Elisabeth Shaw**, a leading authority on ethics and business management, wraps up the morning by giving you the keys to protecting your reputation and brand.

After lunch, **Bryan O'Rourke**, strategist and social media authority, reveals how to increase your online presence and extend your network of clients and referral sources. The day concludes with **Derek Barton**, the man who made Gold's Gym a global brand, showing you how to connect with your clients so your training business becomes the one that people brag about.

The 2011 PT Business Summit; a single day that will set your business up for the whole year.



## Small giants make BIG things happen

**Ass. Prof. Karen Woolley**

Slowly, but surely, successful entrepreneurs around the world are challenging the widely accepted mantra that endless growth is good. These 'small giants' have chosen to create companies that are great, rather than big. Small giants focus their business charisma on creating great workplaces, delivering great customer service, nurturing great communities, and enjoying great lifestyles. Learn how to get your fitness business working for all the right reasons by using your energy to become the best in the world at what you do – and reap outstanding rewards as a result.

## The feel good business

**Anna-Louise Bouvier**

To be successful, a business should 'feel good' from the inside out. Anna-Louise explains how to build a business that is both professionally and personally sustainable. After founding Physiocise 15 years ago, she built it up into a business with 20 employees and over 110 classes a week. Anna-Louise recently sold the practices under a licence agreement to a longstanding employee, giving her the freedom to further expand the brand. From the importance of vision, communication, mentoring and team building, to strong organisational and financial systems, learn how to fine tune your own business to feel good and perform great.

## Exploring ethics

**Elisabeth Shaw**

Ethical practice requires thoughtful insight into how you, as a personal trainer and a business owner, can build an ethical position within yourself, your staff, your clients and your workplace. Whether you are deciding what your client cancellation policy is, or whether or not to cross the professional/personal boundary and socialise with clients outside of work, you need to have a framework for making ethical decisions. Management and ethics expert Elisabeth provides some thought-provoking tools to help you make wise decisions and ensure your most powerful assets – your reputation and brand – are never compromised.

## Using social media to grow your PT business

**Bryan O'Rourke**

Word-of-mouth is the best form of marketing and social media is word-of-mouth marketing to the extreme! What's more, it's easier and faster than you may think. Industry expert Bryan shows you how to increase your online presence and extend your network of customers and referral sources. Learn how to adopt proven strategies to boost your business by creating your own new media marketing plan, and take home simple, yet effective, secrets for flawlessly integrating social media to enhance your business success.

## Emotionally connect with your clients

**Derek Barton**

Personal training is just that – personal. It's one-on-one and it requires you or your staff to deliver a unique service to your client in a way which is tailored to their needs. If your hair stylist gave you a bad haircut, or your doctor gave you poor treatment, you'd drop them like a hot potato. The same holds true for your training clients. If you don't know how to deliver great results while forming a strong emotional connection, and you don't know how to brand or market yourself, they're gone. Tap into Derek's wealth of experience to learn how to become the personal training business that clients brag about.

## PT BUSINESS SUMMIT DETAILS

**Date:** Thursday 14 April **Time:** 8:30am to 5pm

**Venue:** Dockside Function Centre, Cockle Bay Wharf

**Price:** **Member** – \$349 **Non-member** – \$419  
OR INCLUDED IN THE PT GOLD PASS

**CECs:** 4

*This 1-day Summit includes a networking lunch and refreshment breaks throughout the day.*

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## Featured presenters

### Scott Josephson



Scott is the director of operations at Hippocrates Health Institute in West Palm Beach, Florida. A registered dietitian, he presents at conferences throughout North America and has received numerous awards including the 2005 Director of the Year for Teaching Excellence and the 2010 Specialty Presenter of the Year for Can-Fit-Pro. Scott is on the international advisory boards for Can-Fit-Pro and American Fitness Professionals and Associates and has worked with numerous sports celebrities.

### Lenny Parracino



Lenny has spent over 20 years in the health and fitness industry as an international lecturer, soft tissue therapist and movement therapist. A hands-on instructor and clinician for The National Academy of Sports Medicine, he currently serves as a faculty member of the Gray Institute of Applied Functional Science. As a clinician at AIM Sports Medicine in Hermosa Beach, California, he practices an eclectic approach to movement conditioning.

### Peter Twist



The president and CEO of Twist Conditioning Inc, Peter has coached in Canada's National Hockey League for 11 years and trained over 700 professional athletes. An exercise physiologist, Peter has published over 200 articles, authored four books and created 11 DVDs on athlete development. An industry leader, he has been awarded the National Strength and Conditioning Association's President's Award (1998) and Can-Fit-Pro Specialty Presenter of the Year (2003).

## What's the best PT model for your business? // A1D

### Dominic dos Remedios

Choosing the right PT model can be critical to your future business success; should you employ, sub contract, franchise or simply rent space to your trainers? Having grown a large scale franchised model, an employee model and more recently worked closely with independent studios, Dom analyses which model will best suit your business needs. A must-attend session if you are considering changing your PT model. [L](#)

## Training research update // A1E

### Dr Mark McKean

Discover the latest results from research projects conducted by Mark and his team from USC Fitness Research. Key projects from the last 12 months include; passive-active ROM in shoulder press, spine alignment in overhead pressing, limb length influence in squatting, knee width and tracking during squats, and nutritional counselling practices of PTs. Take home the latest knowledge and training implications to make you a more effective trainer. [L](#)

SPONSORED BY  University of the Sunshine Coast  
Sunshine Coast, Australia

## Controversies of the core // A1F

### Prof. Paul Hodges

Brace? Hollow? Breathe? Train? Re-Train? Controversies regarding the core abound. Join Paul, one of the world's leading researchers into spinal movement, stability and pain for an in-depth, evidence-based look at the core. Learn how it works, what influences it and what role it plays in back pain. Explore how leading scientists, biomechanists and physiotherapists agree or disagree about how best to activate the core to protect the spine. [L](#)

## TRX® – The science of suspension training // A1G

### Fraser Quelch

In this cutting-edge programming session Fraser reviews the growing body of research examining the effectiveness of suspension training. Learn why this exciting new modality is being adopted by the most elite athletes and progressive physical therapists in the world and the impact that the application of this exciting new information can have on your clients. [L](#)

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Suspension Training |  HF INDUSTRIES

## Run for your life! Causes, treatment and prevention of running injuries // A1H

### Gavin Aquilina & Kristian Manietta

Join Gavin and Kristian to explore the causes, treatments and prevention strategies for the most common running injuries. Is flexibility a friend or foe? And is strength training important? If so, which exercises are most effective? Take away a treatment and prevention strategy for your clients of every level, from novice through to advanced runners. [L](#)

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## Multi-directional stability ball training // A1I

### Helen Vanderburg

Inject some fresh ideas into your stability ball training sessions with multi-directional ball training. Experience exercises using multiple planes of movement to develop functional and effective ball exercises. Helen shows you how to add innovative challenges to clients' training sessions by taking base stability ball training and, quite literally, taking it in a new direction! [WS](#)



## BOSU® playground // A1J

### Jay Blahnik

Grab your BOSU® Balance Trainer and get ready to play! Discover dozens of new athletic drills, skills and sequences using multiple BOSU®s – perfect for everything from personal training and boot camp, to sport conditioning and kids' fitness. Working independently, in partners and in teams, you'll take home an entire new library of interactive, challenging and incredibly fun BOSU® conditioning exercises. [WS](#)



## Lightning fast // A1K

### Peter Twist

Life and sport regularly present unpredictable situations requiring a fast and precise read-react-respond sequence. Stimulating mind and muscle to work cohesively through complex partner exercise sequences, reaction skills can be vastly improved. Join Peter to discover how to develop lightning-fast reaction skills and take home a strategy for adding this fun and functional training to your clients' workouts. [OD](#)



## Sugar sabotage! // A1L

### Scott Josephson

Sugar or artificial sweeteners – which should you advise clients to use? Splenda, Equal, Sweet-n-Low, Sugar Alcohols, Stevia, Asulfame K, Lakanto, real sugars... the range of sweetening agents can be overwhelming. Learn the truth and understand the acceptable daily intake, the composition, metabolism and safety aspects including their effects on appetite, weight loss, fat storage and overall health. [L](#)






# // PERSONAL TRAINING SESSIONS



Client motivation: the glue that makes it stick // A1M

**Morwenna Kirwan**

Do you get frustrated by clients who don't 'stick' to their diet and exercise regime? Morwenna explains how to psyche up your clients for success, providing them with the environment, skills and knowledge for long-term behaviour change. Based on proven psychological theory, discover the 'glue' to motivating your clients beyond their workout and making it stick! [L](#)

Best of both worlds: what Aussie PTs can learn from the Americans // A2D 


**Jamie Atlas**

Which techniques are the most cutting-edge trainers in the US using – and can we borrow their methods without losing the qualities that make Australian PTs the best educated in the world? Drawing on a decade's experience working with personal trainers across the US, Jamie reveals what we can take (and leave) from the American style to maximise our success as personal trainers. [L](#)

Want more muscle? Training for shape and size // A2E 

**Scott Josephson**

Is your client's goal to be more muscular or sculpted? Learn alternative methods for increasing size, definition and symmetry for your most advanced clients and those who are just looking to mix it up. Training for hypertrophy requires strict guidelines. Scott reveals how the quantities of protein, fat and carbohydrate intake, in conjunction with various exercise protocols, can make a huge difference to physique. [L](#)

Challenging the female athlete for better performance // A2F 

**Diane Vives**

More than ever before, female athletes and fitness clients are seeking ways to improve their competitiveness. Diane identifies key factors holding back our female athletes while also looking at solutions to tap into their potential. Learn how integrating exercise strategies to strengthen the kinetic chain can increase your ability to motivate female clients to train at higher intensities and boost performance. [IL](#)

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Lumbo-pelvic stability and back pain: what's the link? // A2G

**Dr Barbara Hungerford**

In this fascinating session, Barb interprets a decade's worth of research into how we stabilise the lumbar spine and pelvis during movement and how this is compromised by pain or injury. Retraining optimal lumbo-pelvic stability in clients with back pain requires knowing which muscles have been overworked and which need to be strengthened. Learn how to help clients rebalance their bodies to move with less pain and more poise. [L](#)

Footwear and function // A2H 

**Michol Dalcourt**

The recent growth of new types of footwear such as toning shoes, pronation control shoes and 'barefooting' shoes has made it difficult to know exactly which type of footwear functions best for clients and athletes. Looking at human biomechanical advantages, gait and long term effects, Michol explains how the foot reacts to different shoes, and reveals some key do's and don'ts when considering footwear. [L](#)

TRX® planar training // A2I 

**Fraser Quelch**

In this session Fraser builds on the revolutionary planar training concept and provides participants with an advanced movement-based program utilising the TRX®. Learn innovative ways of using suspension training to address the multi-planar requirements of life and sport and enhance the function and performance of your clients and athletes. [WS](#)

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Punchfit kickboxing // A2J 

**Doug Rouessart**

Get ready to work up a sweat in this dynamic kickboxing workshop. Learn effective padwork drills that you can add to your PT sessions or group classes using PUNCH Thai Pads and kickshields. This physically demanding session will see your heart rate soar and give you the tools to ensure your clients keep coming back for more! [WS](#)

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Wild bootie camp // A2K

**Lisa Marshall**

Join Lisa as she shows you how to make the most of natural and urban environments to create exciting outdoor sessions that will invigorate your clients! Incorporating the best elements of trek training, adventure fitness, intervals and core strength, this workout is unlike any other boot camp you've experienced or delivered. Take home the skills to drive your client's training wild! [OD](#)

Pelvic fallout in the gym // A2P

**Michelle Kenway**

Increasing numbers of women are performing exercises with potential for pelvic floor injury, which can contribute to prolapse, incontinence, embarrassment and withdrawal from exercise. Discover which exercises can cause pelvic floor dysfunction, and learn how to design pelvic floor-safe workouts and retain satisfied female clients. Take home practical exercises and expert guidelines for training female clients with appropriate core, resistance and aerobic programs. [L](#)

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Fitball for all // A2Q

**Lisa Westlake**

Experience a selection of exercises on the ball including warm ups, conditioning, stability, balance, mobility, flexibility and relaxation. Focusing on technique, modifications and teaching tips, discover how varying your training approach and music allow you to apply innovative fitball options to gentle exercise, mainstream strength and mind body sessions. A great introduction for those new to fitball and innovative ideas for those looking to expand their repertoire. [WS](#)

Kickbutt conditioning // A2S 

**Geoff Bagshaw**

Using just a step, dumbbells, tubing and bodyweight, Geoff demonstrates a total body toning workout to sculpt and define every muscle. No wasting time here because we're using functional multi-tasking moves that will help you deliver the physique and results your clients are looking for. This is extreme conditioning for extreme results; you have been warned! [WS](#)

Posture and mindfulness –

The ultimate connection // A2U

**Lisa Champion**

Join Lisa as she invites you to think more openly and dynamically about posture and whole body coordination. Would you agree with the idea that our clients can achieve better results with less effort when they are more mindful? Join Lisa to explore this concept and other new perspectives on movement and coordination that will add the quality of excellence to your training. [WS](#)

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## Grow club profits from personal training // A3D

**Richard Beddie**

Learn how the different models for personal training in fitness facilities can affect your business. Detailing a successful model of a 250-member club supported by a dozen PTs, Richard shows you how to duplicate this success in your club and provides tools for retaining your number one retention tool – good trainers – and supporting them in their business so that they support yours. [L](#)

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## The evolution of fat loss // A3E

**Tony Boutagy**

Join renowned strength and conditioning coach Tony for his evolutionary perspective on fat loss. Nutrition, distance running, energy expenditure and health are discussed in light of human evolutionary development. Reflecting on where we have come from, Tony gives practical advice on how personal trainers can better help clients achieve their fat loss goals. [L](#)

## Training the core for sport and fitness // A3F

**Prof. Paul Hodges**

Join one of the world's leading researchers into spinal movement and stability to increase your understanding of how best to train the core. Whether to protect the spine for clients with back pain, to stabilise it for prevention of injury, or simply to maximise movement performance, Paul enlightens you as to what the current research is showing in relation to training the core for sport and fitness. [L](#)

## Bootcamp blunders: injury management for trainers // A3G

**Adam Floyd**

Soft tissue overuse injuries are extremely common when clients suddenly increase their activity levels, and this can result in them terminating their sessions within the first few weeks of training. Adam presents a model for overuse injury causes and provides practical advice on how you can prevent them, or manage them when they occur. Take home instantly useable tools for use with your clients. [L](#)



## Isolation to integration – Evolution of an exercise // A3H

**Mark Davis**

Is a bicep curl really that bad? An understanding of simple movements gives personal trainers the necessary insight to progress a client and add challenge and interest to any program. Mark examines basic exercises and the more complex patterning into which they can evolve. Exercise considerations that allow the integration of movement patterns, task demands and energy system requirements will be applied and workshopped. [L](#)

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## Learning to function on the ground // A3I

**Lenny Parracino**

On the ground, as well as in upright function, we use ground reaction force, gravity, momentum and muscle forces as drivers to produce the motion we desire. Join Lenny for a hands-on exploration of the principles, strategies and application of three dimensional 'on-ground function'. Discover how to integrate on-ground movements with other forms of function in your current programs, be it rehab, training, conditioning or group. [WS](#)

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## Pre-exercise screening: the new standard // A3N

**Max Martin**

For the first time in Australian fitness industry history, there is a standard nationally endorsed pre-exercise screening system. Max delivers a detailed outline of this new tool and explains the practical processes necessary for using it effectively. Discover how this new system will enable fitness professionals to provide safer service and enjoy improved communication with medical and allied health professionals. [L](#)

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## Become a magnet for PT clients // A4E

**Mark Capelin**

Join Mark as he reveals how to double your clientele in just 10 weeks. Learn the three secrets that enabled him to grow his business from 170 clients and a team of five personal trainers, to 300 clients and nine PTs. Take home the tools to not only better retain your current clients, but also attract more clients without paying a single cent in marketing. [L](#)

## Sports supplements: promises, pitfalls and the good stuff // A4F

**Scott Josephson**

Today's multi-billion dollar supplement industry is full of pills, potions, powders and promises – but which ones are effective? Supplements can make a huge difference to performance, but it helps to understand their marketing and the science supporting their efficacy and safety. Join Scott to discover the pros, cons, risks, benefits and dosages of some popular supplements and ergogenic aids. [L](#)



## Twist smart muscle training system // A3J

**Peter Twist**

Join Peter to learn how to design performance-based workouts that capture the essence of sport – dynamic balance, complete core, fast feet, agile movement and full spectrum strength with explosive power. This logical and ready-to-implement system of exercises and progressions will give you a competitive edge, help you build your revenue stream, strengthen retention, grow referrals and fuel your passion for training. [WS](#)

## Outdoor innovation // A3K

**Katrina Cochrane**

Outdoor training provides you and your clients with the opportunity to explore a new aspect of training. Join Katrina as she introduces you to a variety of exercise techniques utilising a range of equipment that will take your clients results sky high. Leave feeling energised and motivated with new training ideas you can implement straight away in individual and group training sessions. [OD](#)

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Australian Fitness & Health Expo time for Personal Training delegates // A2L

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## Set it to vibrate: stimulate clients with vibration training // A4G

**Amanda Boyle**

Move your training into the future with vibration training for one-on-one and small group clients. Join Amanda as she breaks down the five components of an effective vibration training session and learn how to work with and adjust training variables. Discover how this unique selling point can stimulate your business income by opening up your services for 16 to 85-year-olds. Come see what the buzz is all about! [IL](#)



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ViPR Sport – Build the ultimate athlete // A4H

**Michol Dalcourt**



There are many movement abilities that characterise champion athletes. In this advanced practical workshop Michol demonstrates the unique differences between lifting exercises and shifting exercises and explains why they are so vital for sport. Discover the secrets of 3-D training, how an athlete can always 'seek to receive energy first', and how they can achieve 'super-stiffness' to create high level stability and force generation while maintaining maximum efficiency. [WS](#)

Lead with speed, follow with power: nothing but BOXING! // A4I

**Christian Marchegiani**

The combat instinct lies within us all and can drive our emotions in many areas of life. It is an energy that comes from within and can be channelled for the advancement of physical and mental strength as well functional fitness developments. This dynamic workshop is packed full of boxing combinations and cardio drills designed to be used in any PT or group exercise environment. [WS](#)

Wisdom of the mind // A4K

**Lisa Champion**

The mind is such a powerful thing – what we think about can make or break our day. Our clients may come to sessions feeling depressed, anxious or angry, or, contrastingly, they might be full of life and on an emotional high. Join Lisa for a fascinating insight into the dynamics of the human mind and learn how, by recognising and working with emotional ups and downs, you can better connect with your clients. [L](#)

Safely training clients with high blood pressure // A4M

**Dr William Sukala**



Everything you wanted to know about blood pressure but were afraid to ask! Checking blood pressure is a simple skill, yet many personal trainers still rely on inaccurate blood pressure machines. In this combined lecture/ practical session William translates the latest hypertension research into simple terms so you can walk away with the knowledge and skills to maximise safety for your hypertensive clients. [L](#)



Exercising for two // A4N

**Lisa Westlake**

Every woman and every pregnancy is different, and there is no room for guesswork, but with sound knowledge and appropriate modifications we can help women benefit from exercise during the childbearing year. Drawing on her 20 years of working with mums-to-be, Lisa identifies the do's and don'ts of exercise during pregnancy. Take home the confidence to advise and instruct women and help them enjoy their pregnancy and preparation for labour and motherhood. [L](#)

Attract a swarm of hungry clients // B1E

**Brad Sheppard**

Join Brad to learn how to generate more leads without cold calling and how to turn them into happy, paying clients. Discover how to create a funnel of new leads into your business; the magic words to use when creating an ad or flyer; a 7-step process for creating your next advertisement and a turn-key system for translating a database of prospects into a database of clients. [L](#)

## PT BREAKFAST

16 April 2011, 7:30 to 9:30am

### THE STAR ROOM

The role of PTs in Australia's obesity epidemic // B1F

**Michelle Bridges**

Despite unprecedented amounts of weight loss resources, we are failing to gain traction in the war on Australia's obesity epidemic. As personal trainers we are in a unique position to fight this war, but unless we are able to connect with clients closely enough to propel them to change the way they think, then the other core elements won't be sufficient to support them for lasting weight management.

The number one reason people lose control of their weight is their mental approach to food and exercise, and failing to address this issue will work against not only the client, but also the trainer as frustration sets in. Michelle questions the role of personal trainers in reversing this trend, examines our success so far, and puts forward some fundamental ideas about changing mindset to enable greater success.

\* INCLUDED IN THE PT GOLD PASS OR \$89 PER PERSON.

Women, metabolism and the hormone highway! // B1G

**Scott Josephson**



Join Scott to learn about the specific training, and life challenges faced by female clientele. Explore perimenopausal challenges, gender differences, muscle strength, body composition, metabolism, the hormonal roller coaster and other physiological factors that play an enormous role in training. Take home practical information to guide your female clients in their dietary intake, energy expenditure and exercise. [L](#)

Strength essentials for lower back problems // B1H

**Tim Keeley**

Most people suffer from back pain or injury in their lifetime, but few are diagnosed correctly or given the correct exercise rehabilitation plan. Tim provides his insight into essential correctional exercises and rehab principles for disc injuries, hyper-lordotic posture dysfunction, sacroiliac joint pain and the 'flat back and no glutes' syndrome. Learn what to strengthen, what to stretch and when to do it, as well as what not to do in the gym. [IL](#)

Building effective group circuits // B1I

**Michol Dalcourt**



There is a shift in the fitness industry towards group training, whether it be small group, boot camp or sports team training. Join Michol to learn how to best manage group training and achieve maximal results with effective planning and structure. Identifying the metabolic, cognitive, hormonal and biomechanical benefits of circuits, Michol guides you through building effective group circuits for a variety of populations. [L](#)

The science and practice of dead lifting // B1J

**Mark Buckley**



No other exercise demonstrates raw strength like the deadlift – but does this movement put the spine at risk? Mark details how to qualify a client for lift technique/ selection to maximise results and minimise orthopaedic injury. Learn how to qualify a client based on their orthopaedic and strength profile and discover whether high hip placement or low hip placement is the better technique. [L](#)

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## TRX® power stretch // B1K Fraser Quelch



In this mind, body and core-focused session, Fraser combines Pilates and yoga-inspired movements and postures on the TRX with more traditional strength and flexibility exercises. The session seamlessly blends the methodologies into a powerful and smooth class plan that improves body awareness, flexibility and movement patterns and will leave participants feeling uplifted and empowered. [WS](#)

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## TEAM training // B1L Peter Twist



Want workouts that inspire your clients to bring their best effort, appreciate their human machine and challenge themselves to push harder while experiencing competitive play? TEAM training methodology gives your workouts a buzz – Together Everyone Achieves More means more results, more camaraderie, more challenge and more fun. Join Peter to learn how this 'Twist' on boot camp-style training can drive client and business results to the next level. [OD](#)

## Strong bones, stable bodies // B1O Sally Castell

Osteoporosis is a major health problem affecting an estimated half of women over the age of 60 and 1 in 3 men over the age of 70. Exercise is an important element of the overall management of the condition, but specific considerations and careful planning are required when conducting programs. Join Sally to learn the theoretical background and gain some practical hands-on applications for training osteoporotic clients. [L](#)

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## 20/20/20 circuit re-booted // B1Q Greg Sellar



The 20/20/20 concept was popular at a time when instructors sought to provide the programming variety of three different class types within the one session. Using the BOSU®, medicine balls and bodyweight-only training, Greg reboots this concept, providing you with the necessary skills to deliver a broad cross section of classes that deal with progression, overload and creativity. [WS](#)



## The 7 secrets to slump-proofing your business // B2D Heidi Denning

Do you sometimes feel that your PT business is going nowhere? You don't have to feel this way for one more day! Heidi reveals the seven secrets that have taken her from working crazy hours with little return, to making more money while lying on the beach. Take home seven specific actions that you can implement right now to slump-proof your PT business. [L](#)

## The new frontier in personal training // B2E Paul Taylor

To understand more about the primary driver behind eating behaviour, movement, mood, responses to stress, impulsiveness, motivation, addiction, emotional control and personality, join Paul for this not-to-be-missed session. Using results from his own research, Paul shows how we, as trainers, can profoundly influence the most complex thing in the known universe – the mind – to optimise the lives of our clients. [L](#)

## Balancing the variables: the vestibular system and exercise // B2F Mark Davis

Vestibular input is a key contributor to motor learning and human performance. Strategic placement of exercises that facilitate the vestibular system can have a profound effect on your client's ability to 'get it'. In this user-friendly session Mark explains how to prime the entire nervous system for exercise and enhance your client's skill development. Includes lots of value-adding practical activities to implement with clients. [IL](#)

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## Exercising to prevent and manage osteoporosis // B2G Prof. Kim Bennell

Osteoporosis is a bone disorder leading to skeletal fragility and increased fracture risk. To prevent osteoporotic fracture in later life, a lifespan approach to bone health must be adopted. Kim presents an evidence-based approach to the prescription of exercise to maximise bone health, encompassing exercise in children through to those diagnosed with osteoporosis and those who have sustained an osteoporotic fracture. [L](#)



## Squatology // B2H Lenny Parracino



Squatting is the foundation of many other movements. However, many fitness professionals' knowledge of the squat is based on the sport of squatting, not the function – and this is what we really need to understand. What drives us to squat is the key to what kind of squat we need. Join Lenny for a hands-on learning experience that applies the principles of function to assessment, rehabilitation and conditioning of the squat. [WS](#)

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## Training for a good time – not a long time // B2I Alisha Smith

Are your clients pressed for time but still wanting fat loss and fitness improvements? Join Alisha as she shows you how to get maximal results in minimal time. With eight new 30-minute training plans that you can tailor to use indoors or out, walk away with a play book full of ideas to keep your shorter sessions packed from go to whoa! [WS](#)

## BOSU® amped! // B2J Jay Blahnik



BOSU® training just got caffeinated! Experience brand-new exercises, sequences and drills designed to amplify energy and results. Packed with hard-core training, and hard-core fun, you'll take home solo, partner and team exercises that can be done with just one BOSU® Balance Trainer per person, plus you'll learn some new and easy ways to incorporate the BOSU® Ballast Ball (or a stability ball) into your BOSU® workouts. [WS](#)

## Maximising stepping as a PT tool // B2K Lisa Champion

Whether using outdoor stairs or an actual step box, stepping is a fantastic PT tool. Join Lisa for this innovative session and learn how to maximise use of the step for everything from rehab and balance work to high intensity cardio and plyometrics. Take away top tips for stepping safely, creatively, and with lots of lateral thinking. Also a great session for step instructors wanting to make their classes safe and effective. [WS](#)

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### Beyond the baby boomers – Boot camp or slipper brigade? // B2L **Stephanie McLennan**



It's not just baby boomers who want group training opportunities – potential 'groupies' in their 70s are also indicating an interest in boot camp-style sessions. Do you have the tools to provide safe, fun, appropriate sessions with plenty of variety and challenge? Packed with take-home ideas to use outdoors with the boomers and beyond, Stephanie's session focuses on balance, strength, agility and endurance. [OD](#)

### Find, win and keep more clients // B3D **Paul Brown**

Take your PT business, your brand and your profits to a new level with a unified approach to marketing, sales and client retention. Paul shows you how to differentiate yourself by highlighting your unique strengths, and how to broadcast a corporate image of structure and success – even if you're a sole trader. Learn advanced skills on closing for commitment, and take home savvy marketing tips to save money and increase awareness. [L](#)

### Movements not muscles – A multi-planar approach to training // B3E **Fraser Quelch**



'The body knows only movement, not muscle'. Challenge the staples of traditional program organisation and move your training to a new level. In this revolutionary workshop Fraser takes the elemental value of functional training and puts it into practice. Learn a complete functional movement training approach that will increase results, reduce injuries and develop stronger motor patterns in your clients and athletes. [L](#)

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### Eating for energy and performance // B3F **Scott Josephson**



Sports nutrition is the core component to any training program. Join Scott for this unique, information-packed session on nutrition and dietary practices, and learn the strategies and preparation needed to give your clients the advantage they seek. This is the champion eating plan – so dig in! Full of solid, useful and useable information, this is a must-attend session. [L](#)

### Keep it moving: exercise prescription for knee and hip osteoarthritis // B3G **Prof. Kim Bennell**

Particularly prevalent in older individuals, osteoarthritis (OA) of the hip and knee is a common chronic joint disease, leading to pain, loss of functional independence and reduced quality-of-life. Exercise is the cornerstone of management for OA and is recommended by all clinical guidelines. Kim presents an evidence-based approach to the prescription of exercise for this patient/client population, including exercise dosage and special considerations. [L](#)

### Body training explosion // B3H **Peter Twist**



Experience a fresh take on bodyweight training that crashes through training plateaus, simultaneously activates mind and muscle and cranks up intensity to deliver results. Learn how to implement simple mechanical principles to harness maximum load, drive up metabolic cost and challenge the total body to perform. These fast paced exercises will inspire clients to invest full effort into every rep, preparing them for the unpredictable demands of real life. [WS](#)

### Punchfit thrash boxing // B3I **Scott Williams & Shaun Vincent**

Experience the best Punchfit has to offer in this high intensity thrash boxing session. Learn the essential moves to increase fat burn and improve strength and endurance in your clients through explosive, authentic boxing techniques. A highly motivating workout to get your clients boxing their way to fitness! [WS](#)

SPONSORED BY **PUNCHFIT**

### Ultimate boot camp // B3J **Helen Vanderburg**



With boot camp training becoming a huge business in recent years, it pays to have the skills to design and deliver a high energy and effective boot camp program. Join Helen for this hands-on workshop designed for both personal trainers and group exercises instructors. Get in on the action and learn how to give your clients the results they want! [OD](#)



### Writing as a communication and marketing tool // B4D **Amelia Burton**

Sharpening your writing skills, both online and in print, can drastically improve your business and your credibility. Join Amelia to discover the four essentials to conveying your message through writing and learn how writing styles have shifted to accommodate online marketing and social networking. Take home the skills to create an effective marketing plan, use successful marketing tools and use the correct writing techniques to achieve maximum impact. [L](#)

### Charity challenges: great for others, great for your business! // B4E **Diane Westaway**

Our clients are looking for interesting and challenging new ways to stay motivated to get fit, stay fit, and make a difference to their favourite charity. Diane, creator of adventure fitness sensation Wild Women On Top, explains everything you need to know about this growth area, including how to create your own charity challenge to keep your clients motivated, and coming back for more. [L](#)

### Shoulder solutions // B4F **Dr Seamus Dalton**

Join one of Australia's leading shoulder rehabilitation specialists for this eye-opening session detailing the steps necessary to individualise exercise prescription. Starting with biomechanics, Seamus moves on to understanding injury and finishes with exercise prescription ideas for clients with shoulder issues. Gain a new understanding of how shoulder stability relates to injury and take away the tools to really help your clients. [L](#)

### Complex training: developing explosive speed and strength // B4G **Corey Bocking**

Complex training is the gateway to explosive power, strength and speed development. Complex training takes advantage of the post-activation potential stimulated by maximal strength training to develop these skills. Join Corey to learn about the theory and science behind complex training, in which he provides practical examples and details sports-specific applications. [IL](#)



## // PERSONAL TRAINING SESSIONS



### Program design // B4H

#### Michol Dalcourt



Determining effective exercise selection can be daunting. The Institute of Motion has developed a 6-step system to determine the ideal exercise for every session, for every client. In this hands-on session Michol shows you how using this process will enable you to be sensitive to injury and prescribe the appropriate exercise, properly regress and progress any exercise and add an infinite number of exercises to your toolbox. **L**

### Kinesio Taping: revive tired muscles and activate weak ones // B4K

#### Thuy Bridges

From the Beijing Olympics to the Tour de France, from the soccer World Cup to the Australian Tennis Open, Kinesio tape has been taking the world by storm at the elite level. Now the secrets of Kinesio taping are being introduced to the fitness industry. Join Thuy to learn how this tape can help your clients continue to train and exercise at their maximum potential, free from pain. **IL**

### Strength and power training with whole body vibration // B4J

#### Glenn Ruscoe

Having access to a whole body vibration machine is one thing, knowing how to get the most out of it is another. In this session Glenn explains how to program whole body vibration machines to get the best strength and power outcomes for your clients. Take home the know-how to prescribe challenging, progressive and interesting exercises that get real results. **IL**

### Understanding Applied Functional Science // B4I

Applied Functional Science (AFS) is the convergence of physical, biological, and behavioural science, integrating the universal principles of why we move, how we move, and where we move. Join Lenny for a fascinating workshop in which he provides you with the essential principles, strategies and techniques of Applied Functional Science. This session encourages direct participation and interaction to enhance the ability to assess and address client function. **WS**

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### Functional training to unleash the fitness athlete // B4L

#### Diane Vives



In order to take full advantage of the effective and creative nature of functional training, we must use smart progressions and choose exercises that unleash the full potential of our fitness athlete clients. Join Diane to discover how applying the right intensity at the right time with functional training tools allows you to successfully challenge your client while being smart and progressively safe. **WS**

SPONSORED BY **HF INDUSTRIES**

### Quickfeet® dynamic warm up – On the move! // B4M

#### Paul Collins

Learn how to warm-up on the move with this new and highly effective technique for individuals, groups, classes and teams. Paul provides step-by-step coaching for increasing the heart rate, body temperature, range of movement and flexibility while on the move. Take home the skills to kick-start training sessions for athletes, sports people and regular clients of any level. **OD**

### Recharging the batteries: stimulating the mind-body link // B4Q

#### Sally Castell

Older adults face physical, mental and psychological challenges caused by system changes, and these can have profound effects on quality of life. The ability to move effectively requires a great deal of physical and mental agility, so programs for older adults need to reflect this. Join Sally for a theoretical base and hands-on examples of appropriate exercise to improve cognitive and functional abilities. **WS**

SPONSORED BY **NSW HEALTH**  
Working as a Team

### Nordic walking for total fitness // B4Z

Using poles to decrease the impact and increase the fitness benefits of walking is just the start of what this fitness phenomenon has to offer. Discover just how Nordic walking and its variations of jogging, striding, bounding, skating and double poling can be used in conjunction with innovative strengthening and stretching exercises with poles to create fun and challenging workouts for clients. **OD**



### PLENARY SESSION

### Winning at losing – Weight management made simple // B5A

#### Scott Josephson



Learn how to integrate realistic protocols and modalities on weight management, exercise, diet and behavioural change into a comprehensive model for intervention. Scott details specific guidelines for establishing safe, compassionate, reasonable nutritional practices for every client. Discover the proper quantities of protein, fat and carbohydrate intake to make a positive long term difference for every client. It's time to win at losing! **L P**

### PLENARY SESSION

### All-Star equipment boot camp // B5G

#### Karen Baldwin, Ken Baldwin, Michol Dalcourt, Fraser Quelch, Peter Twist & Diane Vives



Put down your notepad and prepare for a workout like no other! This unique session delivers the ultimate equipment-based boot camp workout. Don't miss this rare opportunity to be trained by a team of all-star presenters using their favourite training equipment. From TRX® and BOSU®, to ViPR™ and SandBells®, take home tonnes of training ideas to implement with your clients. Come along prepared to sweat! **WS P**

PRESENTED BY **TRX** | **HF INDUSTRIES** | **QPEC**

### PLENARY SESSION

### The missing link: rehab for athletes // B5E

#### Anna-Louise Bouvier

Anna-Louise guides you through the Circle of Rehab, a tool which helps physios, strength and conditioning coaches, personal trainers and most importantly, athletes to work together in the long term rehabilitation and progression of overuse injuries. Get the whole team on the same page with one simple series of tests and retests. A must-attend session if you work, or would like to work, in rehab for athletes and athletic clients. **WS P**

# // PERSONAL TRAINING SESSIONS

## PLENARY SESSION

### MMA Fitness: pad training techniques from the cage // B5I

**James McNeill, Marcelo Rezende & Dee Rynkiewicz**

Learn how to incorporate the fastest growing sport in the world into your training! Join the team for a pad session utilising authentic Mixed Martial Arts (MMA) training and conditioning workout techniques. The next step beyond boxing and kick-boxing, discover how you can utilise these great new training techniques to deliver real fitness results to one-on-one clients and group workouts at all levels. [WS P](#)

### The 7 keys to building a high performing team of trainers // C1D

**Dominic dos Remedios**

Managing Australia's largest team of trainers at Fitness First for nine years has taught Dom the do's and don'ts of effectively building and managing teams of trainers. Join him as he shares his 7 keys to success, explaining the qualities to look for when recruiting, how to deliver engaging trainer development sessions, his philosophy behind effective lead management, simple ways of building trainer trust, and more. [L](#)

### Postural programming for the new millennium // C1E

**Fraser Quelch**

Postural dysfunction has reached epidemic proportions. Gain an understanding of what factors and mechanisms have contributed to this and learn new strategies and techniques to immediately apply with your clients. This session also includes a hands-on workout as an example of how to apply these postural approaches in order to turn the tide against gravity and enable us to start winning the postural war. [L](#)

SPONSORED BY **TRX** | **HF INDUSTRIES**

### Ready, Set, Go – Empower clients for long-term results // C1F

**Andrew Simmons**

Diving straight into exercise without addressing emotions, education and eating beforehand is like firing the starting pistol before the runners are 'ready' and 'set'. In order for people to take control of their health long-term, they need to be fully prepared before making the commitment to 'go'. Join Andrew and gain the tools to help your clients focus on the behavioural change necessary for long-term results. [L](#)

SPONSORED BY **Enduro**

### ACL reconstruction rehab: program essentials // C1G

**Tim Keeley**

From personal experience following reconstructive knee surgery, Tim outlines the most important issues for patients, physios and trainers, and demonstrates specific exercises and techniques for optimal outcomes and getting clients back on track. Learn the absolute essentials in the five stages of rehabilitation for ACL reconstructive surgery, including the gold standard hamstring graft operation and the increasingly popular LARS technique. [IL](#)

### Small group: big results // C1H

**Peter Twist**

Small group training is one of the fastest growing trends and it makes sense economically – but you don't need to compromise training results for profits. Using the skills, drills and exercises in this dynamic workshop, you can challenge your clients to experience how Competition + Play = Hard Work + Fun! Take home the techniques and progressive methodology to develop your own sport-inspired small group workout. [WS](#)

### Abs lab // C1I

**Helen Vanderburg**

The body functions in a kinetic chain, with each body part being linked to another and activated in a sequence to create the desired movement. In this workshop Helen looks at the abdominal muscles specifically in their role as stabilisers and movers. With so much information available regarding abdominal and core training, this timely session provides a great opportunity to take an in-depth look at the function of the abdominal muscles in their role of strength, stability and mobility of the core. [WS](#)

### ViPR Outdoor Training // C1J

**Michol Dalcourt**

Join Michol as he unveils a whole new spectrum of explosive exercises for use with the ViPR and demonstrates the versatility of this tool for outdoor training. Learn about the throw/release series and why it is fundamental to sequencing and force summation for sport; the ground impact series and its role in power improvement; the bounce series and skill acquisition; and vector variability training and the fascial system. [OD](#)

### Myofascial pain and self myofascial release // C1P

**Adam Floyd**

John physiotherapist Adam for this practical workshop investigating the mechanics of myofascial pain. Discover the causes and location of common trigger points and how to release them in a personal training environment. Leave this session with a bundle of self

myofascial release techniques, knowledge of common trigger points and the confidence to know when to refer your clients on to a physiotherapist. [WS](#)

### Full-body flexibility formula: yoga-inspired stretch // C1R

**Jay Blahnik**

Experience stretch training in a whole new light with this perfect combination of athleticism and flowing yoga-inspired sequences. Join Jay to find out how you can facilitate a huge improvement in your clients' range of motion, posture, coordination and balance skills by integrating these precise techniques into your classes and training sessions. A perfect session for both personal trainers and group exercise instructors. [WS](#)

### Convert 95% of prospective clients // C2D

**Jamie Atlas**

Learn how to approach prospective clients in a non-threatening way and how to convert them into clients by communicating that you care about them. If you have trouble approaching and converting prospects, join Jamie to gain the skills to connect with prospective clients using a non-salesy, professional and simple system which will see them quickly and easily converting to paying clients. [L](#)

### The ghost in your genes // C2E

**Paul Taylor**

If you have clients who blame their genes for their health, don't miss this session. Paul explores the fascinating new science of epigenetics – genetic 'switches' that can be turned on and off in response to environmental behaviours. Discover the lifestyle factors that activate these changes, the profound impact epigenetics can have on the health of future generations and a scientifically-backed roadmap to optimising epigenetic destiny. [L](#)

### Get a body that looks good and feels good too! // C2F

**Anna-Louise Bouvier**

Before your client hits fifth gear, how about making sure the basics are right? Renowned physiotherapist Anna-Louise gives you the tools to build habits that will have clients thinking about your advice all day, every day. Seven simple habits in 21 days, that's all they need to make a lasting difference. Plus, find out how Feel Good Body Challenges can work as successful PR events for your business. [L](#)



# // PERSONAL TRAINING SESSIONS

The science and practice of squatting // C2G

**Mark Buckley**

Our industry is rampant with contradictory opinions on exercise prescription and practice, with squatting technique a particularly hotly debated topic. In this information-packed session, Mark tackles the conflicting information surrounding this exercise. Topics covered include qualifying a client for the squat based on their orthopaedic and strength profile; hip break vs knee break and whether deep squatting will damage the knees. **L**

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Keg vs. 6-pack: research review on belly fat // C2H

**Dr William Sukala**

Belly fat, also known as 'visceral fat', poses a significant health risk. Learn why this type of fat is not just passive fat storage, but is considered a metabolically active organ which secretes harmful chemicals into the blood, promoting diabetes, high blood pressure and heart disease. Join William to explore the links between a stressful lifestyle, expanding waistlines and the development of degenerative 'sitting' disease. **L**

Risk assessment screening // C2I

**Ulrik Larsen**

Created by elite sports physiotherapists for fitness professionals, the Rehab Trainer risk assessment teaches extremely practical steps that can be used to turn a client's injury from a nightmare into an opportunity. The simple screening procedure uses small laminated cards (which session attendees will receive) and is revolutionising the way PTs respond when a client asks 'How bad is it – can we train through the pain?'. **IL**

Assessment and problem solving for the foot and ankle // C2J

**Lenny Parracino**

The foot and ankle is a very complex anatomical structure which must be able to quickly transform from a mobile adaptor to a stable propeller. Join Lenny for an interactive seminar exploring the foot and ankle and its relationship to the rest of the body. Encouraging direct participation and interaction, learn the principle, strategy and technique process to empower you to assess and address foot/ankle function. **WS**

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Bodyweight RX // C2K

**Helen Vanderburg**

Wouldn't it be nice to deliver clients an equipment-free but effective workout? Helen demonstrates a variety of exercises for the upper body, lower body and core using just bodyweight as resistance. Suited to both personal trainers and group exercise instructors, these efficient exercise routines require absolutely no equipment but achieve absolutely fantastic results. **WS**

Hop, skip and jump // C2L

**Stephanie McLennan**

Fundamental movement skills, including running, jumping and catching, are the building blocks for successful participation in games, sports, physical recreation and an active lifestyle. In this session for fitness professionals who work with children, Stephanie provides loads of inspiration for developing fundamental movement skills. Take home the ability to make sessions easy to plan and fun to do while delivering huge benefits. **OD**

Sport supplement research round up // C2M

**David Driscoll**

Join David for a summary of the scientific research of sports supplements from 2009-2010. Reviewing everything from the latest on creatine and beta-alanine to nitric oxide supplements, he also asks whether anti-oxidants do more harm than good. Get the lowdown on the most recent research into protein, amino acids and other nutrients claimed to enhance physical and mental performance. **L**

Postnatal layers and levels // C2O

**Dianne Edmonds**

Dianne examines the different levels of postnatal abdominal muscle exercises, while considering the protection of the pelvis and the pelvic floor. Learn how to make adjustments to clients' training programs as you check for the degree of rectus separation, incorrect patterns of recruitment and correct activation. Take home the skills to deliver the appropriate level of training for your client, whether they are six weeks or nine months postnatal. **L**

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Of the head and in the body: working with people in pain // C2P

**Prof. Lorimer Moseley**

I can easily distinguish my pain from yours because it is in my body. It has been established that pain is produced by the brain, emerging into consciousness when an individual-specific pattern of brain activity occurs. Join Lorimer as he presents a model for understanding how the brain produces pain that can be used to facilitate the process of working with people in pain to achieve functional and activity-related goals. **L**

## PLENARY SESSION

The little black book of training secrets // C3C

**Tony Boutagy**

Join strength and conditioning coach, Tony, as he discusses the most effective overload techniques for hypertrophy and fat loss. Discover when and where to use the various techniques, the differences and benefits between set prolongation, muscle fibre exhaustion and potentiating methods and, most importantly, how to use them intelligently in your strength programs. **L P**

## PLENARY SESSION

Partner stretching – The best way to stretch // C3F

**Dr Mark McKean**

Learn how to position yourself with clients in order to stretch all the major muscles of the hips, shoulders and trunk. Working in pairs, session attendees go through the stretches on one another in order to learn the best way to stretch a client when training. Join Mark for this highly practical session and take home the skills to better service your clients. **WS P**

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