



» PERSONAL TRAINING

What new techniques and theories have you applied in your training sessions this week, this month, this year? If you're not growing, you're stagnating. Delivering first class information and tools to grow your knowledge and skills, the FILEX 2010 Personal Training program has everything you need to increase your success.

PT BUSINESS SUMMIT

With leading presenters from both inside and outside the industry and heaps of practical, take-home information, the 2010 PT Business Summit understands the business needs of personal trainers.

The summit kicks off with a fascinating look at how you can create an inspirational business, before the tricks of the trade for creating long-lasting client relationships are revealed. After a delicious lunch, discover how sharpening your writing skills can drastically improve your business and your credibility in the marketplace, and overcome your fear of financial matters by learning how to set up a financially secure fitness business. Finally, your approach to sales and prospective clients will be challenged, and the tools provided to take your business from great to exceptional.

With a line-up this strong, the 2010 PT Business Summit could be the single most important investment in your business this year!

Use the power of inspiration to grow your business

Andrew Griffiths

The ability to inspire others through our actions and the life we lead can be both powerful and profitable. If we can inspire others we can motivate them, teach them and connect with them. These are the essential components of today's client/business relationship. Andrew's inspiring story has seen him grow from humble beginnings as an orphan in WA, to becoming Australia's number one business author. Sharing his wealth of knowledge, he shows you how to be an inspirational person and how to run an inspirational business. This high energy, practical session will leave you feeling ready to take on the world – and most importantly, you'll have the tools to do so.

Find, win and keep more clients

Paul Brown

Take your PT business, your brand and your profits to a whole new level with a unified approach to your 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. Take home savvy marketing tips to save money and increase awareness, learn advanced skills on closing for commitment, and discover how to maximise results and manage relationships to create clients for life.

Happiness is a positive cash flow

Heather Smith

Does the thought of visiting your accountant make you nauseous? Using practical examples, stories and anecdotes, Heather shares her love of small business accounting. You'll gain an insight into the importance of accurate and timely information management for business decisions; the necessity of a positive cashflow for the survival of your business; and how to work through the structure of a profit and loss statement to suit your business needs. This interactive, supportive and easy-to-understand session is invaluable for those with a tendency to neglect financial aspects of their business!

Writing as a communication and marketing tool

Amelia Burton

In this jam-packed session Amelia discusses how sharpening your writing skills, both online and in print, can drastically improve your business. She explores the four essentials to conveying your message through writing and how there has been a big shift in writing styles to accommodate online marketing and social networking. Discover how writing articles, print ads, web sites, blogs, newsletters, E-books and social networking can grow your business and your credibility. By the end of this session you'll be able to create an effective marketing plan, use some of the most successful marketing tools, and understand the correct writing techniques for achieving maximum impact.

Get what you want from every situation

Petar Lackovic

Being a passionate, highly skilled and technical trainer is not enough to succeed in today's fitness industry. How you present and position yourself to your prospective or current clients can either make or break your success as a trainer. By showing you how to successfully approach every potential sales scenario, from one-on-one and small groups, to corporates and sporting teams, Petar will make you understand how to get what you want from every situation. Warning: this session tells it like it is and may make you do what you've never previously done to achieve what you've never previously achieved!

» PT BUSINESS SUMMIT DETAILS

Date:	Thursday 29 April
Venue:	Sydney Convention and Exhibition Centre, Darling Harbour
Time:	8:30am to 5:30pm
Price:	Member – \$329 Non-member – \$399
CECs:	4

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

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» PERSONAL TRAINING SESSIONS

How to sell personal training – A client's perspective > A1D Richard Beddie

Learn how to sell personal training and gain an understanding of the psychology of buying, pricing strategies, and the elements essential for building value for your clients. As an extra bonus, Richard delivers his top 10 tips for PTs when training clients – a must-have resource. Beware: this informative and entertaining session will challenge how you view personal training! **L**

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The myofascial system: impact on movement and training > A1E Michol Dalcourt

Muscles have long been thought to be the only relevant system in movement, the only regulators for tension. However, new thinking based on biomechanical research into the most efficacious way to train adds the myofascial system to the equation. Join Michol as he describes the hidden influence of the fascial system and shows how to properly train and condition it using the latest exercises and methodologies. **L**

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Current concepts in enhancing athletic performance > A1F Dr Stephen Bird

In order to enhance athletic performance, strength and conditioning coaches centre on the fundamental principle of the 'training response', of which, the stress/fatigue state is a key component. If an athlete is not closely monitored imbalance in the stress/fatigue state can lead to overtraining. In this presentation, Stephen discusses current concepts in strength and conditioning aimed at monitoring the athlete's training response and stress/fatigue state. **L**

Caliper capers – Refining body composition assessment skills > A1G Gary Slater & Greg Shaw

This interactive workshop focuses on physique assessment tools available to personal trainers, from the latest high-end imaging techniques to skinfold calipers and a tape measure. Take the opportunity to have your surface anthropometry techniques (skinfolds and girth measurements) reviewed by Gary and Greg. Leave with a new level of confidence in monitoring clients' body composition and make the transition from random number generator to skilled technician! **WS**

TRX® corrective exercise > A1H Fraser Quelch

In this innovative session you'll learn how to use the TRX® Suspension Trainer™ to improve foundational movements such as the overhead or single leg squat and identify and address common dysfunctions. Learn how to effectively integrate the TRX® into your corrective exercise practice, modifying exercises for all of your clients with this principle-based hands-on experience. **WS**

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Dynamic fitness testing and exercise games > A1I Rod Fardell

Join Rod for some inspirational ideas for breathing new life into your outdoor training sessions through dynamic fitness testing. This practical session is for any trainer who wants to offer their clients a fun and challenging workout while also placing an emphasis on team building. The staged testing and team building elements can open up a whole new realm of training ideas. **OD**

Foam roller body blast > A1J Helen Vanderburg

The foam roller is an ideal training tool. Whether you are a group exercise instructor or personal trainer, learning to use the foam roller effectively can add more variety to your training techniques and fitness programming. Join Helen to experience a series of exercise combinations that will challenge strength and balance and then learn some highly effective muscular release techniques. **WS**

Punchfit thrash boxing > A1K Scott Williams

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

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Making the media work for you > A2D Jennifer Fleming

Issues you are passionate about are discussed in the media every day. If a newspaper reporter asked you to comment on a fitness issue, what would you do? Join media 'insider' Jennifer to learn how to approach editors, producers, reporters and presenters with your knowledge. Become part of the conversation, share your expertise and raise your professional profile. **L**



Will exercise make you thin? A scientific analysis > A2E Dr Robbie Parker

In 2009 *Time* magazine ran an article titled 'Why Exercise Won't Make You Thin'. The debate rages as to whether increased energy expenditure can contribute to weight loss, with some 'experts' claiming that exercise is 'pretty useless'. Robbie makes a scientific analysis of this controversial issue, addressing multiple issues including compensatory behaviours and whether the focus on weight loss should revolve around dietary restriction rather than gym-based exercise. **L**

Heart core: a practical guide to training cardiac clients > B2G William Sukala

Individuals with cardiac problems still join fitness facilities. Are you prepared for the challenge of training them? William explores a variety of heart conditions and common surgical procedures and provides practical information and tips to maximise client safety during training. **L**

You don't know SQUAT! > A2G Mark McKean

WARNING: Don't use the squat exercise again until you've attended this session! The squat is used universally, yet very few people know how to develop or improve technique. Learn how to teach the perfect squat, determine suitable progressions, apply the three best derivatives, and analyse your client's technique. Forget all you've been told about squats and start afresh with the information you'll take home from this session. **IL**

TRX® circuits for metabolic training > B2H Fraser Quelch

Are you ready to integrate the TRX® Suspension Trainer™ into the latest hard core trend? Push yourself through a number of fast paced, full body circuits that capitalise on the unique full body integration, exercise versatility and unmatched transition capability that makes the TRX® the perfect compliment to this intense style of training. **WS**

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» PERSONAL TRAINING SESSIONS

Baby boomers boot camp > A2I Stephanie McLennan

Baby boomers are filling facilities and flocking to personal training sessions: do you have the tools to provide safe, fun, appropriate sessions with enough variety and challenge to keep them engaged? Packed with take-home ideas to use outdoors with the boomer generation, Stephanie's session focuses on balance, strength, agility and endurance, and also explores ways to accommodate the 50+ age group alongside those aged 65+. **OD**

Isolation to integration – evolution of an exercise > A2J 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 workshoped. **IL**

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Diaphragm dynamics > A2S Simon Borg-Olivier

The diaphragm is a key to internal power, as well as an important contributor to core stabilisation. In this workshop Simon shows you how to use intelligent postures and movements to create an abdominal awareness that allows the diaphragm to be used to generate increased power and superior core stabilisation. This discovery can simultaneously trigger the parasympathetic nervous system to enhance relaxation, digestion, immunity and sexual function. **WS**

Abs, butt and back on the ball > A3T Lisa Westlake

Get on the ball to revamp your tummy, hips and thigh classes with fresh moves for old favourites. Discover a range of exercises to hone in on muscles below the belt, while considering safety, back health, posture and muscle balance, and learning important teaching tips, modifications and progressions. **WS**

Profiting from PT > A3D Andrew Simmons

By working on the structure of your PT business, you can create a system that is ultimately more satisfying and more lucrative. In this session, Andrew explains how to set up your business

effectively for maximum profits and reveals how keeping your services and systems simple will attract more clients and allow you to leverage your time through other people. **L**

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Life after three sets of 12 > A3E Ish Cheyne

Reignite your passion for programming and learn about life after 'three sets of 12'. In this session, Ish explains how to design workouts with the WOW factor and gives you amazing ideas and templates for training one-on-one, two-on-one or with small groups of clients. Programming is 50% science and 50% art – come see the future of personal training. **L**

Metabolic conditioning simplified > A2F Phoebe Lahey & Nardia Norman

Are you tired of training clients who work hard and eat well but don't get the results you're after? Phoebe and Nardia help you identify important hormones that may be preventing your clients from achieving results. Learn the latest on metabolic conditioning, discover how to implement different metabolic techniques into your PT sessions and walk away with instantly useable session plans. **L**

Functional exercise – What you really need to know > A3G John Blievernicht

Information is not knowledge. Learn how the fitness industry has overcomplicated methods of functional training and how to simplify them. Join John as he clearly and concisely presents simple training principles that improve movement performance. Learn how to combine the best of all training methods to help your clients perform better in work, sport and life. **IL**



Australian Fitness Expo time Personal Training delegates > A3H

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Extreme interval training > A3I Helen Vanderburg

Have fun in this intense workshop that puts the work back into workout! Maximise your clients' time and results with interval training. Learn a variety of interval formats combining strength, cardio conditioning, plyometrics and functional movements that can be mixed and matched to create challenging workouts. Take home innovative and energetic exercises and interval formats to put your clients through their paces. **WS**

Adventure race: Training to thrive or survive! > A3J Millie Herzberg

Add another string to your bow by learning how to successfully train clients and corporate teams for adventure racing. Simulating situations you may encounter during a race, Millie provides you with the structure for a ten-week training program culminating in an adventure race! Topics covered include basic equipment and navigation, gear essentials, insurance considerations, dealing with wilderness emergencies and support crew. **OD**

Kettlebells 101 > A3K Chris Muling & Emily Friedel

Join Chris and Emily as they provide the key information on the five fundamental Kettlebell moves, opening the door to endless programming variety. Discover the advantages of Kettlebells over conventional training methods, the specifics of good lifting technique, how to simultaneously improve strength and endurance and easy ways to combine Kettlebell exercises for functional and dynamic workouts. Learn from the experts and gain the unfair advantage. **WS**

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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**

» PERSONAL TRAINING SESSIONS

Attract and retain great clients to grow your business > A4E

Steve Herzberg

Retention of your best clients is critical to building a great business. Steve will show you how to immediately reduce client churn. Learn how to best stay in touch with clients, employ strategies to increase their consumption of your services, become a better networker, generate more referrals and, most importantly, how to avoid the 'stalker' label! Don't miss this engaging and interactive session from one of Australia's leading business speakers. [L](#)

The pleasure principle > A4F

Paul Taylor

In this groundbreaking session, Paul explores the roots of human behaviour by examining reward and motivation in the brain. Our society has created a number of pleasures that can unbalance our neurotransmitter systems and lead to addiction; Paul reveals modern science's most powerful way of rebalancing the brain, and explains a proven methodology for increasing clients' motivation and helping them to change unwanted behaviours. [L](#)

The lost art of pressing – Will it destroy your shoulders? > A3F

Mark Buckley

Our industry is rampant with conflicting statements about the pros and cons of overhead and shoulder presses. Mark explores this controversial area, explaining correct lifting mechanics so that informed decisions can be made based on facts rather than opinions. Learn about the structure and function of the shoulder joint, load transference, how to safely press heavy weights and how to qualify a client for lift selection. [L](#)

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The top 10 personal training injuries > A4H

Tim Keeley

Tim reveals the Top 10 gym injuries he encounters and rehabilitates in his role as a physiotherapist. From patellofemoral pain to neck spasm and headaches, this interactive session presents each injury in turn, and features an in-depth explanation of the injury causes and the necessary rehabilitation. Tim also addresses training errors that lead to injuries, providing insight on what not to do and what to look out for when training clients. [IL](#)

The naked PT > A4I

Julz Darroch

Steady there, you can keep your clothes on! The Naked Chef creates amazing food with simple ingredients, in this session we'll do the same with your home and outdoor-based PT sessions. By using objects and equipment that are cheap to buy, light to carry or available in your clients' homes, you'll learn to create an amazing session without having to carry a gym in your backpack. [IL](#)

Circuit training partner challenge > A4J

Jay Blahnik

In this unique workshop, Jay explores how to teach circuit classes with your participants working as partners in order to maximise the results and create a friendly, competitive and positive atmosphere! Sharing one step and a BOSU® Balance Trainer between two people, you'll take home heaps of ideas to use in your circuit classes or small group training. [WS](#)

The ultimate anti-ageing workout > A4K

Maureen Hagan

Discover how to integrate weight-bearing aerobic movement patterns and total body conditioning to create a multi-level workout that helps baby boomers defy the ageing process by strengthening heart and muscles, powering up posture, boosting metabolism and building bone density. Maureen presents seven unique training methods and a proven teaching approach that will assist new and veteran instructors in learning and delivering this new trend-setting fitness concept. [WS](#)

Building a bulletproof PT business > B1E

Rob Hale

Do you suffer high client attrition? It's easier to retain your business than to keep rebuilding it. Learn how to apply proven business operating systems and retention strategies to keep your business 'bulletproof'. Discover how experience-based selling, powerful prospecting, WOW workouts and client relationship management can raise you above your competition, and take home tools so powerful you'll never need to hunt for new clients again. [L](#)

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Emerging biomechanics > B1F

Michol Dalcourt

Conventional theories of biomechanics cannot fully explain why we move the way we do or accurately describe the way our bodies deal with mechanical forces. Michol introduces an emerging philosophy of biomechanics which more accurately explains how we are designed. Using hands-on applications, he explains tensegrity, pre-stress, myofascial anatomy and integrated training concepts which may well change the way you view – and train – the body. [L](#)

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Quality movement coaching > B1G

John Blievernicht

As coaches and trainers, we often place too much focus on quantity rather than quality of movement – how much, how far and how fast. In this workshop John explains how to effectively teach clients the finer points of athletic-like movement through development of balance, efficiency, fluidity and grace. Learn how to replace overused verbal cueing with sensory awareness-based teaching methods. [IL](#)

Helping your clients with depression and anxiety > B1H

Chad Timmermans

Exercise has been found to significantly help clients with depression and anxiety. Learning how to help clients who are depressed or anxious can improve your retention and get better results for clients. Tips for helping clients and the positive use of medication will also be discussed. [L](#)

» PT BREAKFAST
1 MAY 2010 • 7:30 TO 9:30AM

THE STAR ROOM

The 3-Dimensional personal trainer > B1I

Ish Cheyne

Most PTs are 1-dimensional in their approach to business, sales and sessions and up until now have not had to look for ways to re-invent the wheel. However, the market is moving, client's expectations are higher than ever before and those that don't move into the next dimension will be left behind. A '3-D PT' understands and implements the three dimensions of a personal training business. Join Ish and gain the keys to selling and exceeding expectations in order to create a sustainable business. [L](#)

INCLUDED IN PT GOLD PASS OR
\$79 PER PERSON

PERSONAL TRAINING SESSIONS

BOSU® Multiplied > B1J Jay Blahnik

Are you ready to multiply your BOSU® Balance Trainer exercise library? Jay demonstrates dozens of new drills, skills and sequences using multiple BOSUs in a variety of shapes and patterns. Working independently, as partners and in teams, you'll gain a whole new perspective on BOSU® conditioning. Perfect for personal training, boot camp, circuit classes, kids fitness and more! [WS](#)

Outdoor sensation > B1K Katrina Cochran

Outdoor training is becoming increasingly popular as clients realise the benefits of incorporating it into their training experience. Katrina gives you a wide variety of exercises and ideas using minimal equipment, so your clients won't be the only ones eager to try this energising and motivating approach. An invigorating session that you can take home and apply to individual, small or large group sessions. [OD](#)

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OF FITNESS

GX Kickboxing > B1L Doug Rouessart

Become part of the group exercise revolution with Punchfit GX Kickboxing. Participate in this physically demanding super session and have fun learning modified Muay Thai the Punchfit way. Forget about conventional pads, gloves and shields – with GX the only requirement is a pair of Punchfit Hybrid Gloves and quick wraps. Give your clients the workout they deserve with GX Kickboxer! [WS](#)

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Personal brand > B2D Anthony Wall

Many personal trainers fail to market themselves effectively, and struggle to stand out from the crowd. In this session aimed at both new and established PTs, Anthony explains the importance of creating your own unique brand and reveals how to market yourself to existing and prospective clients. With expectations from clients higher than ever before, now is the time to build your unique brand. [L](#)

Seven ways to write better strength training programs > B2E Mark McKean

Truly effective strength programs are often simple but well thought out. Learn the seven best ways to improve the effectiveness of your programs and get truly amazing results with your clients. Mark details the three biggest mistakes you can make and reveals how easy it is to fix them. [L](#)

Lumbar spine disc injury rehab – Pain to performance > B2F Tim Keeley

Disc injuries can be detrimental to your client's goals, confidence and long term back health. Most trainers don't know how to help clients return to normal function and full training. Can you afford not to know? Tim reveals the essentials for safe, effective training to get clients back on track, and explains how to prevent recurrent back pain in the future. [IL](#)

Functional proprioceptive training > A4G Fraser Quelch

Create a peak glute contraction with a simple arm motion! Fire your calves with a reach of the foot! Understanding how our body responds and reacts and how we can harness this incredible proprioceptive power is re-defining the way we train our clients. Learn how to create functional chain reactions that will increase muscle activation and bring your clients to their peak. [L](#)

SPONSORED BY  TRX  HF Industries

MC²: the next generation of exercise > A2H Jeremy Strom

Using the FreeMotion circuit of integrated functional training equipment with the specific incline capabilities of the FreeMotion Incline Trainer and the FreeMotion Vertex whole body vibration platform, you can deliver 30-minute specialised programs designed to optimise calorie burn – join Jeremy for this practical session to discover how! Those who attend this session may also wish to attend session B4E. [WS](#)

SPONSORED BY  HF Industries  FreeMotion

Speed for sports power performance > B2I Paul Collins

Strength and conditioning coach Paul presents the latest in speed development using the most advanced training techniques for improving speed and power. This outdoor session includes a dynamic warm up, reaction and agility drills and powerful plyometrics for individuals and groups using the latest training equipment and techniques for achieving your fastest body ever. [OD](#)

Boxing in the modern world > B2J Christian Marchegiani

This dynamic workshop is packed full of boxing combinations and cardio drills designed to be used in any group exercise or personal training environment. Join Christian from THUMP as he shows you how to take your boxing sessions to the next level by adapting simple functional training formulas with professional boxing principles. [WS](#)

Wellness coaching – The growth of an industry > B4C Fiona Cosgrove

Wellness coaching is fast becoming an industry and trainers need to be familiar with its rationale so they can help clients make lasting changes. Learn the basic principles of coaching and discover a model that can be easily adopted by clubs, trainers and studios. Fiona discusses wellness coaching as a potential career choice and reports on current developments in accreditation and certification. [L](#)

Cutting edge core control – The theory > B3D Anna-Louise Bouvier

Join Anna-Louise to discover everything you need to know about the latest research into core control and how to apply it to your training and teaching. Thoroughly understanding what core control is and being able to identify clients who need to improve their control is a fundamental skill that should be the foundation of all good personal training. This enlightening and entertaining session is sure to give you all the answers. It is recommended to follow this session with session B4K. [L](#)

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Holistically fat > B3E Paul Taylor

Do you still think that gaining and losing weight is all about energy balance? If so, don't miss this session. Paul presents an integrated model of obesity, revealing some of the complex brain-body interactions that influence weight. Discover the role of genetics, hormones, neurotransmitters, environmental pollutants, stress, nutrients and homeostatic control and how critical aspects of childhood impact on a person's weight in later life. [L](#)

Advanced hypertrophy programming > B3F Paul Wright

Part One: Why most programs fail

Paul delves into the mechanisms for hypertrophy and why most programs fail to deliver effective results. He includes a detailed analysis of the most productive exercises, programs, sets, reps and protocols. This first half of the super session is guaranteed to give you a totally new programming perspective.

Part Two: The perfect program

In part two of this super session, Paul explores many different program styles, highlighting their fundamental flaws, and also analyses the implications of hypertrophy programming for women. You will also have the opportunity to analyse your own programs and discover the best program options available. [SS](#)

Please note: this session runs from 1 – 4:30pm

» PERSONAL TRAINING SESSIONS

Self-management of diabetes: a practical guide for PTs > B3G

Morwenna Kirwan

By 2010 it is projected that 246 million people worldwide will have diabetes. Morwenna explains how to empower your diabetic clients to effectively manage their disease, specifically through physical activity, nutrition and glycemic control. Develop a deeper understanding of the underlying pathophysiology and practical ways in which you can promote self-care behaviours for your diabetic clients that will improve their overall health and quality of life. **L**

ViPR: experience the evolution of free weights > B3H

Michol Dalcourt

Join Michol as he reveals the training tool four years in the making. Developed out of a need to train more congruently with the design of the human body, ViPR takes training to its logical evolution, making movement purposeful, fun, and effective. Experience the future of training and conditioning and learn how to transform the ability of athletes – and everyday clients – to move with strength and efficiency. **WS**

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Balance training – We've missed the point! > B3I

John Blievernicht

Balance training has become something of a fad in gyms across the world, and misinformation about balance training developing a strong core is being accepted as fact. John explores why balance training is truly the foundation of movement and teaches practical balance training drills to develop relaxed, efficient movement skills. **OD**

Assisted strength and flexibility > B3J

Helen Vanderburg

Whether you are a personal trainer or group exercise instructor this workshop will give you new ideas and techniques for stretching and strengthening all the major muscle groups. Add variety to your programs with the assistance of a partner or props such as tubing, towels, straps and blocks. Learn specific techniques, alignments and verbal cues to help clients increase their flexibility, strength and stability. **WS**

PT pick 'n' mix > B3K

Alisha Smith

Do you struggle to deliver fresh and varied sessions to your time-poor clients? Do you try desperately to fit a power-packed workout into a 30 or 40-minute

period? One of the biggest obstacles for new trainers to overcome is idea burnout. In this practical session, Alisha gives you 10 ready-made ideas to keep your shorter sessions fun, challenging and effective! **WS**

Stand out from the crowd > B3C

Andrew Simmons

With so many trainers entering the fitness industry, you need to be innovative to stay in business. The current economic climate means that success will belong to those who choose creativity over competition. Join Andrew to discover how you can stand out from the crowd. **L**

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Continuum training: a model for peak personal training results > B4D

Fraser Quelch

Creating a consistent, high quality personal training product suitable for multiple trainers is one of the greatest challenges facing clubs and studios. This revolutionary model eliminates the fractured personal training department by arming trainers with the tools to systematically balance the programming differences between what clients need and what they want. Clients achieve peak results and functionality, and you achieve increased retention and referrals. **L**

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MC² training: the most effective 30mins with your clients > B4E

Jeremy Strom

FreeMotion Fitness has taken research and development to a whole new level. By coordinating the work of its engineers, professional staff and exercise scientists, it has created an unprecedented training experience – MC² Training. In this session, Jeremy reviews the research, methodology, and training protocols that support the MC² Training Theory. Those who attend this session may also wish to attend session A2H. **L**

SPONSORED BY **HF Industries**  **freemotion fitness** 

All in the mind – Brain training for senior fitness > B4G

Dr Alan Pearce & Jennifer Schembri-Portelli

Alan the neurophysiologist and Jennifer the fitness instructor join forces to explain how the brain has underestimated itself! Learn about the hot topic of 'neuroplasticity' and then participate in effective

exercises especially designed for you to take home and use with the seniors at your facility. **L**

Smart™ GYM – The smart workout by TWIST > B4H

Ken & Karen Baldwin

Join Ken and Karen for this challenging full body workout that will leave your muscles pumped, your heart rate up, your nervous system in overload and your body working smarter. Using the Twist Smart Toners and Smart Stick, the focus is on full body integration and dynamic balance. This functional workout gives you endless exercise options to take home to your clients. **WS**

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Super sports circuit > B4I

Suellen Dennehy

Do you need some ideas to freshen up your circuits? Circuits offer one of the best methods of training clients, but as with all training, inspiration can run dry after time. Learn how to create both indoor and outdoor circuits that incorporate sports skills and games to challenge your clients and lead to a lot of fun and games! **OD**

Kettlebell programming and applications > B4J

Chris Muling & Emily Friedel

The next step for those looking to expand their Kettlebell knowledge and elevate their fitness and programming to a new level. Chris and Emily provide insight into specific training programs and protocols for strength, power and endurance. A great combination of theory and hands-on learning which focuses on joint mobility, improved flexibility, core strength, cardiovascular fitness and strength endurance to put you ahead of the competition. **WS**

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Cutting edge core control – Putting it into practice > B4K

Lisa Champion

Following on from session B3D, Lisa puts core control theory into practice as she teaches you how to practically assess and train core control in your clients. This fundamental skill is a must for all trainers, whether your clients are elite athletes or grandparents looking for a better quality of life. If you are serious about helping your clients maximise performance and minimise injury risk, this session is a must. **WS**

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Session types: L – Lecture, WS – Workshop, OD – Outdoor

» PERSONAL TRAINING SESSIONS

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**

» PLENARY SESSION

5 steps to writing better fat-loss programs > **B5B**

Tony Boutagy

Join Tony as he discusses the best clinical and laboratory tests, techniques to enhance sleep, optimal nutrition, strength training, interval training and aerobic exercise to develop the most sophisticated, scientifically-informed and effective fat-loss programs for clients. **L P**

» PLENARY SESSION

Vitality training > **B5C**

Michol Dalcourt

Do you have clients who want to feel and move better? The human body is designed to be efficient, and the result of efficient motion is enhanced vitality. Learn the basics of vitality training using the latest tools as Michol takes you through programming, exercises and techniques to get the most out of your client's session. To have vitality means to move with life – come prepared to move! **MC P**

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» PLENARY SESSION

The 21-day feel good body > **B5D**

Anna-Louise Bouvier

Learn to recognise when your mind or your body have the wobbles and what you can do to stop yourself tipping over the edge. Join Anna-Louise to discover how changing seven simple everyday habits can totally change the way you and your clients look and feel – and fix the mind body wobbles for good! **WS P**

» PLENARY SESSION

Full-body flexibility: yoga-inspired stretch > **B5H**

Jay Blahnik

Fuse the pieces together and experience stretch training in a whole new light... the perfect combination of athleticism and flowing inspired yoga sequences. By integrating concepts from Jay's best-selling book, you will gain the tools you need to get results! You'll see a huge difference in your client's range of motion, posture, coordination and balance skills when you integrate these precise techniques into your classes and training sessions. Perfect for personal trainers and group exercise instructors. **MC P**

The game plan for personal trainers > **C1C**

Aaron Whear

Would you like to deliver cutting-edge information to your clients? Would you like to earn more money and receive proven strategies for conserving money? Do you want to preserve your own health and fitness as well as that of your clients? If you answered yes to any of these, join Aaron as he assists you in developing your own game plan for success. **L**

7 mistakes trainers make and how to avoid them > **C1D**

Chad Timmermans

There are many common mistakes made by personal trainers. Issues such as incorrect intensity levels, lack of choice for activities, keeping clients dependent on trainers, and not building clients' self-belief are all common. Join Chad as he presents practical tips and advice for avoiding these career-damaging mistakes. **L**

Compelling communication > **C1E**

Kris Tynan

It's not what you know but how you communicate it. How do you come across? Do you say and demonstrate the same things in the same way with different people? In this session, Kris looks at ways of communicating with your clients that will engage and inspire them and gives you a dozen new communication tools for your PT toolbox. **L**

BOSU® complete total body sculpt > **C1F**

Helen Vanderburg

Blast your body from head to toe while strengthening your core and improving your balance! Helen demonstrates exercises for every major muscle group to satisfy even your most demanding clients. Take home clever, simple ways



to progress, regress and adapt each exercise to accommodate every client, and renew your ability to use the BOSU® Balance Trainer to sculpt the entire body. **WS**

Walk your butt off > **C1G**

Stephanie McLennan

Walking is increasingly touted as the new way to burn fat, get fit and tone muscle, but fitness professionals are often sceptical of these claims. Most of your female clients would love to 'walk their butts off', so join Stephanie and learn how you can help set them up for fitness and fat loss success through structured walking workouts. **OD**

The keys to athletic performance > **C1H**

Corey Bocking

Power and strength development are the keys to athletic performance. In this session Corey covers the five prerequisites for advanced strength training exercises such as Olympic-style lifts and shows you the teaching progressions of the power clean, one of the key power development exercises. **WS**

Functional Kettlebell training > **C1I**

Chris Muling & Emily Friedel

Join the experts for this rare opportunity to get hands-on experience of Kettlebell lifting. With detailed explanations of the hows and whys of a great workout, this practical workshop applies established Kettlebell training principles in a fun and entertaining atmosphere. Gain practical knowledge, experience the difference between several training programs, maximise your total body conditioning and learn the art of time under tension. **MC**

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» PERSONAL TRAINING SESSIONS

Exercise for arthritis > C1K

Adam Floyd

Focusing on current research into arthritis and the beneficial effects of exercise, Adam discusses the literature's suggestions in terms of cardio, resistance and proprioceptive exercise for osteoarthritis. Specific case studies from older clients are presented alongside recommendations for creating safe programs for your own clients. A must-attend session for all those who work with older clients. **L**

The 7 keys to PT studio success > C2D

Sonja Falvo

Taking the step from self-employed personal trainer to owning and operating your own studio can be daunting; but what if you knew how to create a successful turn-key business that gives you freedom and flexibility instead of making you work longer and longer hours? Don't just take the next step to opening your PT studio – take a flying leap into success with Sonja's informative and practical session. **L**

Core training that transfers > C2E

Michol Dalcourt

How can we design effective core programs that transfer to everyday living? Michol addresses the fundamentals of the core, explaining how to train it to be maximally effective. Discover what constitutes the core, where its training should be placed within sessions, practical anatomy and biomechanics of the core and the common mistakes our industry makes which may be doing more harm than good. **L**

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Achieving structural balance of the shoulders > C2F

Mark McKean

The shoulder girdle is a complex structure requiring specific strength ratios and range of movement. In this session, Mark discusses the most effective muscles to maintain shoulder muscle balance, specific strength exercises and ideal range of movement. Take away ratios and ranges of movement that will allow you to develop improved shoulder stability and balance with your clients and athletes. **L**

Become a mindful trainer > C2G

Duncan Peak

Successfully integrate philosophy and spiritual teachings into your personal training sessions and inspire your clients to find true health and wellbeing. Building on his popular session on taking clients beyond physical exercise, Duncan shows you how to skilfully weave mindfulness techniques into a

training session using practical, real-life scenarios. Take home specific strategies to tap into one of the fastest-growing areas in fitness. **L**

Rotation training – Will it destroy your back? > C2H

Mark Buckley

In order to interpret what is 'wrong' we must first understand what is 'right'. Mark addresses the mechanics of the spine and rotation training in regards to the orthopaedic, stabilisation and force generation profiles. Discover how, why and when rotation training is applicable to a client or athlete and how to teach specific exercises correctly and in a way that will prevent back pain from occurring. **L**

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Suspension Training® body blast > C2I

Fraser Quelch

This empowering group strength workout to music hits your entire body and switches on your core like nothing you've ever encountered. After a warm-up, the heart of the workout includes demanding exercises for lower and upper body strength and some additional moves specifically targeting the core. This high energy class is characterised by fun and smooth transitions using exercises that can be adapted to challenge every participant. **WS**

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Speed drills > C2J

John Bliervnicht

Learn why giving 100% is often counter-productive in developing athletic speed. John presents the original concept of learning speed by moving at 85% as the ultimate way to improve dynamic movement. The focus is on developing qualities of rhythm, soft feet, precision and relaxation that will ultimately lead to faster athletic performances. **OD**



» PLENARY SESSION

A bunch of 5's > C3B

Paul Wright

Paul pulls together over 20 years experience in the health, fitness and rehabilitation industries to deliver this eclectic session of ideas and experiences. Paul shares his thoughts on the 5 best and worst exercises, best injury prediction tests, worst hiring mistakes, hottest web tips for fitness professionals, keys to successful weight training, marketing mistakes, business tips and the 5 best business books. He even shares the 5 funniest things he has seen in a gym and the essential 5 life tips to really get you thinking. Finish your convention with a real 'feel good and think' session. **L P**

» PLENARY SESSION

Ancient bodies and brains in a modern world > C3C

Paul Taylor

Paul takes you on a journey through human evolution, showing how our greatest achievement is becoming our greatest problem; we became the dominant species by adapting our bodies and brains to the environment, then mastering the environment and more recently changing it so much that our bodies and brains are no longer suited to it, resulting in increasing rates of metabolic disorder and mental illness. Take home a plan for optimising the body and brain in order to regain mastery of the new environment. **L P**

» PLENARY SESSION

Posture perfect > C3D

Lisa Champion

There is no greater gift you can give your clients than to help them understand how their posture is influencing how they feel and move. Lisa shares surprisingly simple concepts to assess posture and then provides fantastic tools to help you inspire your clients to be mindful of their bodies all day/every day. By helping them find perfect posture, clients will feel great, move better and have fewer injuries, aches and pains. Learn simple concepts, easily put into practice with every client, from the beginner to the elite. **WS P**

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