



**FRIDAY 9 AUGUST @ NOVOTEL DARLING HARBOUR**

IGNITE FITNESS BUSINESS EVENTS **FUELLED BY MEL TEMPEST**

# SPARK YOUR FITNESS BUSINESS SUCCESS AT IGNITE SYDNEY

## KEY SPEAKERS



### **James Short – What's Your Game?**

Are you playing the long game or short game? What IS your game? Learn how to optimise your business' potential and maximise your return to ensure that you're set up for life and not stuck on the treadmill of business forever!

**JAMES SHORT**



### **Edwina Griffin – The Art Of Negotiation - Getting What You Want**

Master the art of negotiation by learning the mistakes to avoid and the strategies for success. Bring any past or future negotiation to the table.



### **Steve Jensen (Dr J) – Soft Skills: The Industry's Best-Kept Secret**

Do you understand what soft skills are and how they can double or triple your sales? Come and learn about the industry's best-kept sales secret.



### **Dan Toms – The Role Alternative Lenders Play In Your Fiscal Toolkit**

Finance is not a one size fits all solution. There are a broad range of funding options available to small business owners, yet access to finance remains a common barrier to growing fitness operations. Discover the role of alternative lenders in your fiscal toolkit and learn how non-traditional funding options can help you achieve your business goals.



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## IGNITE ROUNDTABLE HOSTS

All our hosts run their sessions for 25 minutes at the same time. When the bell rings the attendee's move to the next table with a new host and a new topic! Each speaker has a selected topic which is new and exciting and hasn't been presented before. Each table will have no more than 10 attendees to enable you to connect with your peers, share information and explore Q&A.



### **Dennis Hosking**

#### **Recruiting The Best People For Your Business**

Finding staff is tough, I want to change that for your business. Join me and get five takeaways to implement and improve your recruitment process.

Brought to you by **FITREC** FITNESS REGISTRATION **HealthyPeople** Fitness Recruitment Services



### **Ed Zouroudis**

#### **The Science Behind Effective Body Scanning To Increase Your ROI**

Don't panic! This roundtable is not about upselling a machine! Instead it's going to teach you the skills to create effective marketing and challenge events within your business, which will see your members getting results by learning the science behind body scanning.

Brought to you by **EVOLT**



### **Davin Miller**

#### **Metrics Matter**

Discover actionable insights to improve your business, such as:

- What is the average length of term of a 12-month vs a monthly membership?
- What is the average reversal rate of a member paying by credit card vs bank account?
- What is the average number of times a member visits during a week?

Brought to you by



### **James Short**

#### **Getting Into Bed With Someone!**

- Do partnerships work or are they a recipe for disaster?
- Should you fly solo in business, or get into bed with someone?

Partnerships can leverage or liquidate your business. Find out how to maximise your return by getting it right.

Brought to you by **JAMES SHORT**



### **Steve Jensen**

#### **Soft Skills To Boost Retention And Inspire More Sales**

Sales is the lifeline of any commercial business, so seize this opportunity to learn from the very same sales guru that businesses all over the world turn to when they want to double or triple their sales income.

Brought to you by



### **Adam Lewit**

#### **The Future of Fitness**

Take a leap into the future with Adam's industry and trend forecast, which is based on his globally-acquired knowledge of the international market - both in fitness and multiple other sectors.

Brought to you by **NOVOFIT** THE FUTURE OF FITNESS

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## IGNITE ROUNDTABLE HOSTS



**Edwina Griffin**

**The Art Of Negotiation - Getting What You Want**  
Learn the mistakes to avoid and the key steps you can apply to any negotiation. Bring any past or future negotiation to the table.

Brought to you by



**Simon Groube**

**Upselling Small Group Training In A Commercial Club**

The small group training market is booming. Learn how to maximise sales and profit from group training in your club.

Brought to you by



**Dan Toms**

**Spending Money to Make Money: Investing In Your Business**

In order to set your business up for sustainability and long-term success, it is vital that you invest in its future. Reinvestment can be a catalyst for growth and help you maintain your competitive edge. And by discovering the role of alternative finance, you don't even need to diminish your capital to do so!

Brought to you by



**Mike Beeney**

**How to use technology to enhance and engage**

Myzone are the leading wearable and digital platform for operators working with over 6,000 clubs. Mike will share insights as to how clubs can use wearable and digital platforms to engage members, and change exercise behaviour to drive retention.

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## PIRANHA PITCHES



**Mark Moon**

**Licence Free Group Fitness**



MARK MOON



**Jamie Hayes**

**Profits And Weight Loss**



**Steve Grant**

**How To Recruit Amazing  
Trainers Via Social Media**



**Darren Roberts**

**EMCEE**



IMPACT  
TRAINING CORPORATION

## IGNITE PANEL

### RECRUITING GREAT TEAM PLAYERS IS GETTING HARDER

From our panel you'll learn tips to recruit A+ players; common recruitment mistakes; secrets to successful recruitment; and how to use cutting-edge technology for A-grade recruitment.



**Dennis Hosking**



**Steve Grant**



**Katrina Cochrane**



**Jamie Hayes**



**Mel Tempest**

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