



**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.



Your Negotiator  
NEGOTIATION & MEDIATION



### **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.



IMPACT  
TRAINING CORPORATION



### **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.



FITNESS  
FINANCE AUSTRALIA

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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.

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### 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.

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### 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?

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### 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.

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### 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.

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### 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.

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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.

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**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.

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**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!

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PIRANHA PITCHES

EMCEE



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



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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