

— THE KEEPME — IGNITE FITNESS BUSINESS EVENT 2020

FRI 21 FEBRUARY 2020 @ CITADINES ON BOURKE MELBOURNE

Keynote Speakers



STEVE JENSEN

TOURING /
PROOFING
STRATEGIES
THAT CAN
DOUBLE YOUR
SALES



LIAM ROBERTSON

LEARN
STRATEGIES TO
MAXIMISE YOUR
SOCIAL MEDIA
MARKETING.



GREG SELLAR

HACK THE
STATUS QUO



IAN MULLANE

WIN THE
RETENTION
WAR WITH A.I



NADINE KEMP

LEADING TEAMS
TO THRIVE



DENNIS HOSKING

EMCEE

EARLYBIRD ENDS ON 31 JANUARY 2020!

INCLUDES ALL DAY EVENT FOOD AND BEVERAGES

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— THE KEEPME — IGNITE FITNESS BUSINESS EVENT 2020

FRI 21 FEBRUARY 2020 @ CITADINES ON BOURKE MELBOURNE

Roundtable Hosts



STEVE JENSEN

HOW TO
AVOID THE 5
MOST COSTLY
SELLING
MISTAKES



OWEN BOWLING

HOW TO
EFFECTIVELY USE
VIDEO TO BUILD
TRUST, INCREASE
ENGAGEMENT
AND CONVERT
MEMBERS



GREG SELLAR

PEOPLE DRIVE
CULTURE,
CULTURE
DRIVES
PERFORMANCE



MICHELLE FURNISS

MEMBERSHIP
METRICS TO RUN
A SUCCESSFUL
GYM



SAM MERZA

THE KEYS TO
RUNNING A
SUCCESSFUL SMALL
GROUP TRAINING
PROGRAM



MEL TEMPEST

RENT - BUY - OWN - EXIT
HOW TO BECOME THE
LANDLORD OF THE
BUSINESS YOU STARTED

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FRI 21 FEBRUARY 2020 @ CITADINES ON BOURKE MELBOURNE

Panels

FITNESS TECHNOLOGY SPONSORED BY MYZONE

PANEL HOST



OWEN BOWLING

GUEST SPEAKER



MIKE BEENEY

PANEL SPEAKERS



MIKE BEENEY



IAN MULLANE



MARK MUNDAY



BEN REVITT

FITNESS LEGAL BUSINESS SPONSORED BY VELOCITY LEGAL

PANEL HOST



MEL TEMPEST

GUEST SPEAKER



RAJAN VERMA

PANEL SPEAKERS



MICHAEL CASTRICUM



EDWINA GRIFFIN



RAJAN VERMA

BUILDING BOUTIQUE BUSINESS MODELS SPONSORED BY NOVOFIT

PANEL HOST



CAMERON PROSSER

GUEST SPEAKER



ADAM LEWIT

PANEL SPEAKERS



ADAM LEWIT



MEL TEMPEST



DAMIEN BAIN

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Keepme / The AI Member Retention Tool

GOLD SPONSOR



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Brand Building Storytelling



Boutique Business For Trainers
Who Want More

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Fitness Technology



Velocity is the law firm for fitness
business owners



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— THE KEEPME —
**IGNITE FITNESS
 BUSINESS EVENT 2020**

FRI 21 FEBRUARY 2020 @ CITADINES ON BOURKE MELBOURNE

8am	Registration
8.30am	Emcee to Open
8.40am	Keynote Opening - Ian Mullane Premium Sponsor 'Keepme'
9.10am	Guest Speaker - Steve Jensen - Impact Training
9.35am	Roundtable 1
10.05am	Roundtable 2
10.35am	Panel One "Building Boutique Business Models" Sponsored by Novofit
11am	Morning Tea
11.20am	Guest Speaker Nadine Kemp - YMCA
11.45am	Roundtable 3
12.15pm	Roundtable 4
12.45pm	Panel Two "Fitness Technology" Sponsored by MYZONE
1.15pm	Lunch
2pm	Guest Speaker Liam Robertson - CFM
2.25pm	Roundtable 5
2.55pm	Roundtable 6
3.25pm	Panel Three "Fitness Business Law" Sponsored by Velocity Legal
4pm	Closing Keynote "Greg Sellar" Hack The Status Quo
4.30pm	End of day Networking

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MEL TEMPEST

FITNESS BUSINESS INFLUENCER

Mel is a successful club owner, mentor international speaker and industry speaker.

Known for collaboration and thinking outside the square she works alongside business owners their teams and industry suppliers creating innovation, ideas and strategies To create bigger business.



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