

CLUB INDUSTRY BUSINESS SUMMIT

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\$199

Choose from 44
Business Seminars
led by 30+
Elite Experts

Focused on Fitness Business Solutions:

- Social Media
- Marketing
- Technology
- Sales/Retention
- Membership
- Programming
- Fitness Trends
- Finance
- Leadership
- Networking

Club Industry has joined forces with SCW Fitness Education to run an exclusive Club Industry Business Summit at Regional MANIA® Fitness Professional Conventions throughout the USA.

This is the MOST affordable way to learn from other fitness business professionals & presenters ALL IN ONE PLACE! Intimate, affordable and highly engaging, gather with 30-60 of your fellow industry leaders to grow & develop your career. These summits are not to be missed!

www.scwfit.com/CLUB

For information on partnership
and presenting opportunities
Email: partner@scwfit.com or
Call: 847.562.4020

		PROGRAMMING	SALES/RETENTION	MEDIA
FRIDAY	7:30am - 9:00am	Tidbits to Grow Your Business Bosley	Best Practices for Increasing Retention Vastola	Social Media Shortcuts, Systems & Strategies Atkinson
	10:00am - 11:30am	Fitness Business Trends For 2019 Kooperman	Innovative Programming & Retention Ideas Gorsline	Brand Bootcamp: Build a Healthy Brand Williamson
	11:45am - 1:15pm	What FitPros Want From Leaders Lacombe Session 1	Emotional Intelligence and High Performance Leadership Vastola Session 2	Social Media Basics & Beyond Maurer Session 1
	2:15pm - 3:45pm	From Sub List to CEO Stone	Creating Value Based Coaches McBee	Utilizing Fitness Technology Maurer
	4:00pm - 5:30pm	Building Better Teams Sellar	Build Your Sales Pipeline Elmasri	Gray is the New Green Atkinson
	6:30pm - 7:30pm	 STATE OF THE INDUSTRY Lewis-McCormick Layne, Williamson & Vastola		
SATURDAY	7:00am - 8:30am	Soft Skills for Tough Employees Lacombe	Essentials to Selling Beyond Price Vastola	Marketing to Women in Midlife Atkinson
	9:30am - 10:45am	 HOW TO THRIVE NOT JUST SURVIVE IN THE FITNESS INDUSTRY KEYNOTE ADDRESS • THEWS • 9:30am-10:45am		
	11:00am - 12:30pm	Start Your Own Fitness Business Lindauer	Financing Options for Your Business Bosley	Instagram Stories Bootcamp Vogel
	1:30pm - 3:00pm	Global Fitness Trends - What's the Rage? Williamson Session 1	Standard of Service Models Vastola Session 1	Become a Fitness Micro-Influencer Vogel Session 2
	3:15pm - 4:45pm	Inspiring the Hustle Pylant & Richardson	Coping Successfully with Different Personalities Gorsline	Multi-Media Marketing for Growth & Profitability Kooperman
	5:00pm - 6:30pm	Female Leadership: Personal & Professional Kooperman, Lacombe & Erickson	Planning & Designing Your Own Studio Wiehe & Chancey	Hack the Status Quo Sellar
SUNDAY	7:00pm - 8:30am	The Joy of EX Lacombe	Strategies For Fitness Career Longevity Erickson	Fitness Writing: Blogs, Websites & Magazines Vogel
	8:45am - 10:15am	Lead AND Succeed REB3L Style Cremins & Hughes	Acquiring & Retaining Personal Training Clients Garcia	Golden Nuggets For Successful Managers Gilbert
	11:15am - 12:45am	PT + Group Fitness = Skyrocketing Success Brown & Lyon	Increasing Your Fitness Business Profits Lindauer	Insurance for Studios, Instructors & Trainers Urmston-Lowe
	1:00pm - 2:30pm	Aquatic Programming for Success: Ebbs & Flows Warasila	Studio Synergy: 8 Week Programs Digsby	Podcasting 101: Create Your Platform Conti