

# > Schedule at a Glance

# IHRSA 2012

LOS ANGELES • MARCH 14-17

WEDNESDAY, MARCH 14

	LEADERSHIP	MANAGEMENT & OPERATIONS	CUSTOMER SERVICE & RETENTION	MEMBERSHIP SALES/ MARKETING	FITNESS & PERSONAL TRAINING/ PROGRAMMING/ HEALTH PROMOTION	LEGAL & LEGISLATIVE/ HUMAN RESOURCES	INNOVATIONS & OPPORTUNITIES/ RESEARCH
7:30am - 9:00am	<b>"Making Connections" Orientation:</b> If you're a first-time attendee, and if you're traveling on your own to this event, then plan to participate in this orientation session designed especially for you!						
9:00am - 5:00pm Full-Day Workshop					Zumba® Basics Level 1 Instructor Training		
9:00am - 12:00pm Half-Day Workshops	Principles to Survive & Thrive in Difficult Times	The "Cultural Quotient + Physical Intelligence": Why it Matters to Your Success			360 TRAINING: The Complete Workout from Function-to-Performance		
9:00am - 10:30am Education Sessions	Leadership Tactics that Will Drive Your Team to Respond to Your Vision	Align the Culture of Your Organization to Drive Strategy	Create the Member Experience You WANT to Achieve the Financial Success You NEED	Pricing Your Membership & Services for Success	Boost Revenue & Retention with Small Group Training Programs Design & Manage a Successful Medical Referral Program	5 Ways to Build World-Class Teams	
11:00am - 12:00pm Education Sessions	The PRIMES: Leading in Uncertain Times	Women in Fitness: Finding the Work / Life Balance	Relationships, Results, Retention & Referrals	Strengthen Your Sales Team with Value-Based Selling Techniques	A Vision for the Future Presented by ACE Developing Programs that Increase Your Bottom Line	Tax-Exempt Competition Forum	
12:15pm - 1:45pm	<b>Networking Roundtable Luncheon</b> Sponsored by TGS Group (Pre-Registration Required - See Registration Form; Limited Seating)						
2:00pm - 5:00pm	3rd Annual Women's Leadership Summit: Success Through Vision, Value & Verve!						
2:00pm - 3:30pm Special Presentation (in Spanish)	10 Proven Leadership Skills to Build a Successful Team						
2:00pm - 3:30pm	<b>Education Seminars Presented by Associate Members</b> Companies presenting include: CSI Software, CYBEX (two-hour session), Intel Corporation, MINDBODY, Inc., Pavigym, Philadelphia Insurance Companies, TRX®, and Visual Fitness Planner.						
4:00pm - 5:00pm Education Sessions	Strategic Philanthropy: Establish a Corporate Social Responsibility Program for Your Club	The Current State of Global Fitness Franchising Developing National Instructor Standards: Global Best Practice Guidelines and Discussion	Improve Retention . . . It Begins on Day One of Their Membership	Managing the Modern Day Marketing Plan on a Budget Ask the Industry Leader: The Art of Selling Fitness to Increase Membership Sales	Effectively Launch & Implement New Concepts & Programs at Your Club	Creating & Implementing an Effective Sports & Recreation Risk Management Plan	
5:30pm - 6:30pm	<b>General Session: Practically Radical: Transforming Your Company &amp; Challenging Yourself;</b> Speaker: William Taylor; Sponsored by Matrix Fitness						
8:00pm - 10:00pm	<b>Opening Welcome Reception: "Lights, Camera, Action!"</b> Sponsored by Motionsoft						

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THURSDAY, MARCH 15

	LEADERSHIP	MANAGEMENT & OPERATIONS	CUSTOMER SERVICE & RETENTION	MEMBERSHIP SALES/ MARKETING	FITNESS & PERSONAL TRAINING/ PROGRAMMING/ HEALTH PROMOTION	LEGAL & LEGISLATIVE/ HUMAN RESOURCES	INNOVATIONS & OPPORTUNITIES/ RESEARCH
6:00am - 8:00am	Exercise Classes						
7:00am - 8:00am Networking Roundtables Continental Breakfast			Retention Strategies	Social Media / E-Marketing Strategies Membership Sales	Weight Management Programming		
8:00am - 8:30am	"State of the Industry" Report, Speaker: Joe Moore						
8:30am - 9:30am	General Session: How Great Leaders Inspire Action, Speaker: Simon Sinek; Sponsored by Precor Fitness						
10:00am - 11:00am Educational Sessions	10 Proven Leadership Skills to Build a Successful Team	The Independent Club: How to Thrive in Today's Marketplace Developing National Instructor Registration Systems: What You Need to Know *	Customer Service Success: Making Members Feel Special	Generating Membership Leads on a Budget Ask the Industry Leader: Driving Traffic with Creative Marketing Strategies	Hiring & Cross Training Your Personal Trainers to Achieve Success	General Counsel Forum (General Counsel and Senior legal Staff Invited) Emergency Response: Litigation, Avoidance & Defense	Health Club Consumer Research: Attracting & Retaining Generations X & Y To Tweet or Not to Tweet – Managing Social Media Within Your Health Club <sup>†</sup>
11:00am - 6:00pm	TRADE SHOW						
2:00pm - 3:30pm	Public Policy Council Meeting, Public Policy Council Members & Invited Guests						
2:00pm - 3:30pm Educational Sessions	The Five Temptations of a Leader: Overcoming the Challenges to Teamwork	Excellence in Operating Quality, Profitable Clubs Canadian Forum	Going Beyond Service With a Smile	Referral Mania! Establishing a Solid Foundation to Closing: Secrets to Increasing Your Sales	Leveraging Healthcare & Wellness Programming to Better Serve the Community		
2:00pm - 3:30pm Networking Focus Groups		Latin American Forum (Two-hour session presented in Portuguese & Spanish)			Fun & Innovation: Current Trends & Strategies for Profitable Programming		Social Media for Fitness Professionals: The Pros & Cons of Being Social <sup>†</sup>
2:00pm - 3:30pm Education Tutorials			Member Retention: Engaging Members for Life	From Vision to Results: Marketing Initiatives that Produce Traffic		Facebook, Employment Laws & Legal Liability: Managing the Generation Y Worker	
6:00pm - 7:00pm	Go Canada! Reception, Sponsored by Fitness Industry Council of Canada						
6:30pm - 8:30pm	"Zumbathon!" Fundraiser for MDA's Augie's Quest, (Pre-Registration & Donation Required - Visit <a href="http://www.zumba.com">www.zumba.com</a> )						
6:30pm - 8:30pm	IHRSA Regional Association Reception, Regional Members & Invited Guests						
7:00pm - 9:00pm	Planet IHRSA: The International Reception, International Attendees & Invited Guests, Sponsored by Snap Fitness						

\*This is a two-hour session

<sup>†</sup>Sponsored by Intel Corporation

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FRIDAY, MARCH 16

	LEADERSHIP	MANAGEMENT & OPERATIONS	CUSTOMER SERVICE & RETENTION	MEMBERSHIP SALES/ MARKETING	FITNESS & PERSONAL TRAINING/ PROGRAMMING/ HEALTH PROMOTION	LEGAL & LEGISLATIVE/ HUMAN RESOURCES	INNOVATIONS & OPPORTUNITIES/ RESEARCH
6:30am - 8:30am	Exercise Classes, Early Morning Workout, Continental Breakfast						
7:00am - 8:00am Networking Roundtables Continental Breakfast			Customer Service Initiatives	Marketing Strategies	Personal Training Management Club Programming		
8:00am - 8:30am	IHRSA's Annual Meeting, Speaker: Art Curtis, Ph.D.						
8:30am - 9:30am	General Session: The Art of Enchantment, Speaker: Guy Kawasaki; Sponsored by Technogym®						
10:00am - 11:30am	16th Annual IHRSA Financial Panel						
10:00am - 11:00am Education Sessions		Six Habits of Highly Effective Clubs	Ask the Industry Leader: Achieving Victory Over the Retention Battle	Sales Excellence: Training that Produces Results	Understanding the Client to Improve Personal Training Sales	Making Your Facility ADA Compliant – Tips for Avoiding Lawsuits  Strategies for Combating VAT	Increasing Productivity & Sales with "Club Cloud" Computing Technology!  Explore the Strategic Drivers Leading to the Rise of the Low-Cost Gym Sector
11:00am - 6:00pm	TRADE SHOW						
12:00pm - 1:30pm	Club Controllers Networking Luncheon, CFOs & Financial Management Staff Invited						
2:00pm - 3:30pm Education Sessions	Driving Growth of Your Business Through Relentless Innovation	Voluntary Club Facility Certification Update	Health Club Hospitality – The New Service Standard	Viral Marketing – Managing the Spin!  Membership Sales Management: Selling with Purpose	Building a Simple & Effective Fitness Business Plan for Sales Success  If Exercise is Medicine, How Do Health Clubs Cure Illness?		
2:00pm - 3:30pm Networking Focus Groups				Branding Magic: Marketing Campaigns that Drive Traffic	Personal Training Management: Building a Foundation for Team Success		
2:00pm - 3:30pm Education Tutorials		Strengthening Your Club: Negotiating Financing, Loans & Equipment Leasing		Optimizing Sales Performance: Managing for Results	Profitable Programming: Fun, Fitness & Financial Success!		
6:00pm - 11:00pm	7th Annual Bash for MDA's Augie's Quest (Pre-Registration & Fee Required - Visit <a href="http://www.augiesquest.org">www.augiesquest.org</a> )						

<sup>1</sup>Sponsored by Intel Corporation

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SATURDAY, MARCH 17

	LEADERSHIP	MANAGEMENT & OPERATIONS	CUSTOMER SERVICE & RETENTION	MEMBERSHIP SALES/ MARKETING	FITNESS & PERSONAL TRAINING/ PROGRAMMING/ HEALTH PROMOTION	LEGAL & LEGISLATIVE/ HUMAN RESOURCES	INNOVATIONS & OPPORTUNITIES/ RESEARCH
8:30am - 9:30am Education Sessions	Developing the Leader Within	Managing by Numbers: Key Performance Indicators for Successful Club Management	Define & Manage Expectations for Service Excellence	Motivation Tools that Work to Incentivize Your Sales Team	Getting 110% from Your Fitness Department  Improve Market Penetration: Lessons from Corporate Wellness to Get People Active  Fitness FUNDamentals for Today's Youth		Facebook, Twitter & Foursquare: Building Member Loyalty with Social Media <sup>†</sup>
10:00am - 11:00am Education Sessions	The Leadership Blackout: Where Have the Great Leaders Gone?	Leading by Intuition: Managing a Successful Club Operation by Following Your Instincts	Serve, Retain & Profit with Secondary Sales	Muscle Up Your Personal Training Sales & Marketing with 10 Innovative 'Exercises'	The "Cross Over Effect" with Group X & Personal Training  Corporate Fitness: Winning Strategies that Work  Take ACTION: Develop Community Programming that Connects to a Wide Population		Innovative Social Marketing & New Media Opportunities <sup>†</sup>
11:30am - 12:30pm	<b>General Session: An Open Forum with the President's Council on Fitness, Sports &amp; Nutrition</b> , Speaker: Shellie Y. Pfohl, M.S.; <i>Sponsored by SPRI Products</i>						
1:30pm - 2:30pm Education Sessions		Transitioning From Personal Trainer to Successful Business Entrepreneur  Changing the Way Fitness is Done		Selling is Not Selling Out	Building Your Personal Training Business		
3:00pm - 4:00pm Education Sessions		Anatomy of a Fitness Business: Your Checklist for Success!			Creating a World Class Personal Training Business  Staying Ahead of the Pack – Preparing Your Personal Training Business for the Future		Build Your Client Base with Search Engines and Social Sites

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