

# CLUB INDUSTRY BUSINESS SUMMIT



Reach Over  
**350+**  
Owners, Directors  
& Managers

	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			
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			
	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 Cremeans & 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

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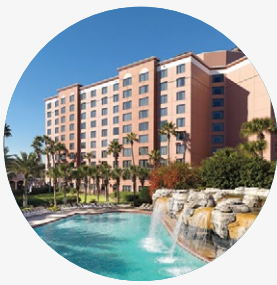
Club Industry has joined forces with SCW Fitness Education to run an exclusive Club Industry Business Summit at Regional MANIA® Fitness Professional Conventions throughout the USA.

**44 Seminars led by 30+ Elite Experts Focused on Fitness Business Solutions:**

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

[scwfit.com/CLUB](http://scwfit.com/CLUB)

For information on partnership and presenting opportunities  
Email: [partner@scwfit.com](mailto:partner@scwfit.com) or  
Call: 847.562.4020



### Exclusive, Non-Union Venues

Enjoy the full rainbow of fitness offerings in seven beautiful venues. MANIA®s are held in exclusive hotels - Grand Hyatts, Westins, Loews and Fairmonts - all of which are non-union, allowing exhibitors the freedom and savings to exhibit without exorbitant drayage fees.

### SCW Fitness Education MANIA® Fitness Conventions Partner with Club Industry to Build Business Connections

This partnership between SCW Fitness Education and Club Industry provides a platform to grow Fitness Professionals' business skills. Business skills meet practical knowledge, attracting a motivated and engaged group that will become fitness leaders of tomorrow.



### Intimate & Affordable for Owners, Directors and Managers

Reach 350+ Fitness Industry Owners, Managers and Directors spanning deep into Commercial Multipurpose Clubs, Boutique Studios, YMCAs, JCCs, Parks & Recs, Universities, and Hospital Wellness Centers. (Connect with 60-30 Attendees at each Club Industry Business Summit).

### Marketing, Technology, Trends, Sales, Retention & Leadership

Three (3) days of laser-focused business sessions exclusively dedicated to marketing, technology, trends, sales, retention, products, programming, finance and leadership.



### Digital and Print Advertising Opportunities

- Article in SCW eNewsletter
- Ad in Quarterly Fitness Guide
- eCoupons
- Use of SCW Organic Social Media (200,000+) (Facebook, Instagram, Twitter, LinkedIn)
- Use of SCW Organic Attendee Email List (85,000+)
- Use of SCW Organic Attendee Text Message List (65,000+)
- Ad in Daily Email distributed to Convention Attendees
- Online Brochure Ad
- Website Display Ad
- Website Banner Ad
- Welcome Bag Insert
- Use of SCW Mailing List

**CLUB INDUSTRY**  
BUSINESS SUMMIT

[scwfit.com/CLUB](http://scwfit.com/CLUB)

For information on partnership and presenting opportunities  
Email: [partner@scwfit.com](mailto:partner@scwfit.com) or Call: 847.562.4020