

Club Industry Wednesday, Oct. 9th Sessions - CEC/CEU		AFAA	ACE	ACSM	NASM	NFPT	NCSF	WITS	SCW
Check Sessions Attended	If you require any assistance, contact Chris McGurrin: cmcgurrin@clubindustry.com	Provider#: 11783	Provider#: CEP181101	Provider#: 652270 **cert.	Provider#: 3005	Provider#: 61506	Provider#: 209015	Provider#: C/WITS2019	
<b>Leadership &amp; Management</b>									
	A01 - Strategy and Execution	1	0	1	1	0.2	1	0.5	1
	A02 - Digital Warfare: How to Outflank Your Competition and Come Out the Winner	1	0.1	1	1	0.2	1	0.5	1
	A03 - The Power of Partnerships: Revenue Lifting Strategies for Your Fitness Business	1	0	1	1	0.2	1	0.5	1
	A04 - Influence(d)	1	0.1	1	1	0.2	1	0.5	1
	A05 - Start-up Solutions – How to Not Make the Same Mistake Twice	1	0	1	1	0.2	1	0.5	1
	A06 - 6 Imperatives of a Customer Service Initiative	1	0	1	1	0.2	1	0.5	1
<b>Retention</b>									
	B01 - Embed Behavior Change into Your Health Club	1	0.1	1	1	0.2	1	0.5	1
	B02 - The First 90 Days: Strategies For New Member Onboarding	1	0.1	1	1	0.2	1	0.5	1
	B03 - What Members Want: Using Feedback to Retain and Dominate	1	0	1	1	0.2	1	0.5	1
	B04 - Building Retention with Brand Loyalty	1	0	1	1	0.2	1	0.5	1
	B05 - How to Get Your Members into the Gym and Back Again	1	0.1	1	1	0.2	1	0.5	1
	B06 - Small Changes Make a BIG Difference - How to Improve Customer Acquisition and Retention!	1	0.1	1	1	0.2	1	0.5	1
<b>Sales &amp; Marketing</b>									
	D01 - Content Matters: 5 Ways to Create Meaningful Content	1	0.1	1	1	0.2	1	0.5	1
	D02 - Facebook and Your Fitness Business: The Keys to Success	1	0.1	1	1	0.2	1	0.5	1
	D03 - Maximizing the Member Lifecycle Journey at Your Club	1	0	1	1	0.2	1	0.5	1
	D04 - Millennials versus Boomers: How to Get the Gens to the Gym	1	0	1	1	0.2	1	0.5	1
	D05 - Event Marketing for your Fitness Business	1	0	1	1	0.2	1	0.5	1
	D06 - The Next Generation Sales Process	1	0.1	1	1	0.2	1	0.5	1
<b>Tech &amp; Trends</b>									
	C01 - A Review of Trends in Nutrition: Guidance for the Fitness Professional	1	0.1	1	1	0.2	1	0.5	1
	C02 - Today's Recovery Trends and Modalities	1	0.1	1	1	0.2	1	0.5	1
	C03 - The Digitization of The Club Industry and The Platform Economy	1	0	1	1	0.2	1	0.5	1
	C04 - CBD Recovery Applications – For Your Club and its Members	1	0.1	1	1	0.2	1	0.5	1
	C05 - Threats Facing the Fitness Industry - Panel	1	0	1	1	0.2	1	0.5	1
	C06 - Consumers and Gyms in the Next Four Years: How the Economy Matters for the Fitness Industry	1	0.1	1	1	0.2	1	0.5	1
<b>Healthcare &amp; Fitness Integration Track</b>									
	G01 - Designing and Implementing Clinical Fitness Programs: Collaborating with Medical Professionals	1	0	1	1	0.2	1	0.5	1
	G02 - Elevating the Member & Physician Experience using Medical Fitness Technologies	1	0.1	1	1	0.2	1	0.5	1
		1	0	1	1	0.2	1	0.5	1
	G04 - Driving Membership and Revenue Through Medical Fitness Programming: an ACAC Case Study	1	0.1	1	1	0.2	1	0.5	1
	G05 - How Technology Can Reduce the Friction in Health Club Physician Referrals	1	0.1	1	1	0.2	1	0.5	1
	G06 - Exercise Motivation Spotlight: Evidence-Based Strategies that Best Support an Active Lifestyle	1	0.1	1	1	0.2	1	0.5	1
<b>Programming</b>									
	F01 - How to Present and Sell Your Fitness Programming	1	0.1	1	1	0.2	1	0.5	1
	F02 - Events as a Tool to Boost Member Retention	1	0	1	1	0.2	1	0.5	1
	F03 - Creating a Remarkable Club Programming System to Stand Out in a Crowded Market	1	0.1	1	1	0.2	1	0.5	1
	F04 - Ingenious Fitness Programming: How to Be Original Year After Year	1	0	1	1	0.2	1	0.5	1
	F05 - Managing Group Fitness for Excellent Staff, Programming and Revenue	1	0.1	1	1	0.2	1	0.5	1
	F06 - Powerful Programming Promotion: The Keys to a Successful Program Launch	1	0.1	1	1	0.2	1	0.5	1
<b>Personal Training</b>									
	E01 - Habits and Behaviors of Highly Successful Fitness Professionals	1	0.1	1	1	0.2	1	0.5	1
	E02 - 5 Steps to Building a High Performing Personal Training Team	1	0.1	1	1	0.2	1	0.5	1
	E03 - The Hands-On Trainer's Guide to Online Training	1	0	1	1	0.2	1	0.5	1
	E04 - Taking a Holistic Approach to Coaching: How Stacking Services is Key to Bringing Additional Revenue to Your Club	1	0.1	1	1	0.2	1	0.5	1
	E05 - Between the Lines: Client Success off the Training Ground	1	0.1	1	1	0.2	1	0.5	1
	E06 - The Future of Personal Training	1	0	1	1	0.2	1	0.5	1

Check Sessions Attended	Club Industry Thursday, Oct. 10th Sessions - CEC/CEU	AFAA	ACE	ACSM	NASM	NFPT	NCSF	WITS	SCW
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	<b>Leadership &amp; Management</b>								
	A07 - Workplace Equality & Diversity - Building Better Companies Through Talent	1	0	1	1	0.2	1	0.5	1
	A08 - Optimizing the Performance of your Product and Program	1	0.1	1	1	0.2	1	0.5	1
	A09 - Winning In The Fitness Industry - Lessons from 50 years of Club Management	1	0	1	1	0.2	1	0.5	1
	A10 - Creating Magical Moments	1	0.1	1	1	0.2	1	0.5	1.1
	<b>Retention</b>								
	B07 - Build Positive Relationships for Retention	1	0.1	1	1	0.2	1	0.5	1
	B08 - The Ultimate Retention Roundtable	1	0	1	1	0.2	1	0.5	1
	B09 - World Class Club Service	1	0.1	1	1	0.2	1	0.5	1
	B10 - "Breaking Up is Hard to Do" – Retaining Members in a Competitive Environment	1	0	1	1	0.2	1	0.5	1.1
	<b>Sales &amp; Marketing</b>								
	D07 - 2019 Strategies for Sales Leadership	1	0	1	1	0.2	1	0.5	1
	D08 - Making your Competition Irrelevant	1	0	1	1	0.2	1	0.5	1
	D09 - Social Storytelling: The Promotional Power of Your People	1	0	1	1	0.2	1	0.5	1
	D10 - Top-Secret Strategies & Skills for Selling Against the Low Cost Competitors	1	0	1	1	0.2	1	0.5	1
	<b>Tech &amp; Trends</b>								
	C07 - How to choose the right technology for your club	1	0	1	1	0.2	1	0.5	1
	C08 - Going Green in Your Gym – Lower Bills, Higher Retention	1	0	1	1	0.2	1	0.5	1
	C09 - Trends in Fitness Programming	1	0	1	1	0.2	1	0.5	1
	C10 - 2018 Global Fitness Trends - What's All The Rage?	1	0	1	1	0.2	1	0.5	1
	<b>Healthcare &amp; Fitness Integration Summit</b>								
	How to Combine Fitness & Medicine to Redefine Healthcare: The 5 Pillars of Integrative Practice Success	0.75	0.075	0.75	0.75	0.15	0.75	0.5	0.75
	One Health Insurance Executive's Perspective on Weight Management, the Fitness Industry and Healthcare Outcomes	0.75	0.075	0.75	0.75	0.15	0.75	0.5	0.75
	Nutrition & Fitness Integration in the Medical Practice through Virtual Care	0.75	0.1	0.75	0.75	0.15	0.75	0.5	0.75
	Opportunities for the Diabetic and Pre-Diabetic Patients in Fitness & Nutrition Offerings	1	0.1	1	1	0.2	1	0.5	1
	Partnerships with Health and Fitness Entities to Improve Renal Dialysis Patient Recovery	0.75	0.075	0.75	0.75	0.15	0.75	0.5	0.75
	Treating Sleep Disorder Patients with Fitness and Nutrition Programming	0.75	0.075	0.75	0.75	0.15	0.75	0.5	0.75
	Rehabilitation and Recovery for the Orthopaedic Patient: The Benefits of Integrating Formal Physical Therapy with Health Clubs, Nutrition and Lifestyle	0.75	0.075	0.75	0.75	0.15	0.75	0.5	0.75
	Communication Strategies to Enhance Motivation for Exercise	1	0.1	1	1	0.2	1	0.5	1
	<b>Programming</b>								
	F07 - Corporate Fitness Blueprint: Current Opportunities and Challenges in Workplace Wellness	1	0.1	1	1	0.2	1	0.5	1
	F08 - The WHY and HOW of In Club Education	1	0.1	1	1	0.2	1	0.5	1
	F09 - The TRUTH about Drowning Prevention - Committing to Change	1	0.1	1	1	0.2	1	0.5	1
	F10 - Steps to Creating Youth Programs	1	0	1	1	0.2	1	0.5	1.1
	<b>Personal Training</b>								
	E07 - Training for the Generations	1	0	1	1	0.2	1	0.5	1
	E08 - Bulletproof Marketing For Fitness Professionals	1	0.1	1	1	0.2	1	0.5	1
	E09 - Nutrition Coaching for Fitness Professionals	1	0.1	1	1	0.2	1	0.5	1
	E10 - The Secrets of Quality Revenue, Retention and Referrals	1	0.1	1	1	0.2	1	0.5	1

Check Sessions Attended	Club Industry Friday, Oct. 11th Sessions - CEC/CEU	AFAA	ACE	ACSM	NASM	NFPT	NCSF	WITS	SCW
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<b>Leadership &amp; Management</b>									
	A11 - Talent Acquisition & Development	1	0.1	1	1	0.2	1	0.5	1
	A12 - Managing Talent through 9-Box Management	1	0.1	1	1	0.2	1	0.5	1
	A13 - Q&A With Top Industry Professionals on Leadership & Management	1	0	1	1	0.2	1	0.5	1
<b>Retention</b>									
	B11 - Boutique Level Customer Satisfaction Out of Your Big Box Facility	1	0.1	1	1	0.2	1	0.5	1
	B12 - Staffing, Operations and Technology for Member Engagement	1	0.1	1	1	0.2	1	0.5	1
	B13 - Client Management Strategies Are Your Keys to Retention	1	0.1	1	1	0.2	1	0.5	1
<b>Sales &amp; Marketing</b>									
	D11 - How to Utilize the Free & Powerful Tool of Google Analytics	1	0.1	1	1	0.2	1	0.5	1
	D12 - The Secret Language of Seniors: Marketing to the 55+ Population	1	0.1	1	1	0.2	1	0.5	1
	D13 - Brand Bootcamp – Your Guide to Building a Healthy Brand	1	0	1	1	0.2	1	0.5	1
<b>Tech &amp; Trends</b>									
	C11 - Back to the Future! - Implementing Tomorrow's Gym Technology - Today	1	0.1	1	1	0.2	1	0.5	1
	C12 - Strengthen Member Acquisition, Engagement and Retention with Automated Sales Support	1	0	1	1	0.2	1	0.5	1
	C13 - The Future of Fitness – Identifying Opportunities in Wellness and Medical Services	1	0.1	1	1	0.2	1	0.5	1
<b>Healthcare &amp; Fitness Integration Summit</b>									
	The Changing Healthcare Landscape: How to Maximize the Opportunity	0.75	0	0.75	0.75	0.15	0.75	0.5	0.75
	Cancer Prevention and Treatment through Exercise: The Living Well after Cancer Case Study	0.75	0	0.75	0.75	0.15	0.75	0.5	0.75
	Fitness & Nutrition as an Effective Tool for Cardiac Patients	1	0.1	1	1	0.2	1	0.5	1
	The Need to Integrate Bariatric Patients into Fitness, Nutrition and Lifestyle Offerings	1	0.1	1	1	0.2	1	0.5	1
	How the Fitness Industry Impacts Value Based Care	0.75	0.075	0.75	0.75	0.15	0.75	0.5	0.75
	A New Obesity Narrative and the Integrated Role of Fitness and Obesity Medicine in Weight Management	1	0.1	1	1	0.2	1	0.5	1
	What Is the Future of Healthcare & Fitness Integration? – Panel	0.75	0	0.75	0.75	0.15	0.75	0.5	0.75
<b>Programming</b>									
	F11 - Five Generation Dilemma: What Motivates Diverse Generations	1	0.1	1	1	0.2	1	0.5	1
	F12 - Delivering Boutique-Level Feel in a Full-Service Fitness Facility	1	0.1	1	1	0.2	1	0.5	1
	F13 - Delivering HIIT in the New Age of Fitness	1	0.1	1	1	0.2	1	0.5	1