FOR NEW 2016

IDEA WORLD CLUB STUDIO SUMMIT

The Formula for Inspired Clubs and Studios

JULY 14-17, 2016 • LOS ANGELES, CA WWW.IDEAFIT.COM/CLUBSTUDIO

The Formula for Inspired

IDEA is excited to announce the IDEA World Club & Studio Summit—a brand-new, 4-day event specifically designed for **club and studio owners, operators, program directors and managers**—offering in-depth knowledge on how to run a superior fitness business. If you want to grow smarter, break through business plateaus, network with like-minded leaders and learn from the greatest innovators and entrepreneurs in business, the IDEA World Club & Studio Summit is your must attend event for 2016.

You will discover new tools to grow revenues, streamline operations, get clarity on your mission, and change your future for 2016 and beyond.



Clubs and Studios

WHY YOU NEED TO ATTEND

At the end of the weekend, you will be armed with the tools to build an inspired brand, develop services to reach the ideal market, fine-tune operating systems, attract and retain members and staff, and expand revenue streams to build a profitable, thriving business that changes lives with fitness.



- UNPARALLELED, CUTTING EDGE SESSIONS that will equip you with the skills and motivation you need to transform your business and life
- Expert guidance from over 20 OF THE MOST FORWARD THINKING INNOVATORS, ENTREPRENEURS AND LEADERS in business to exponentially grow your business
- An inspiring KEYNOTE AND BREAKOUT SESSION
 from Jack Canfield, MS, originator of the
 Chicken Soup for the Soul® series, that guarantees
 you greater levels of peak performance and success
 in all areas of life
- Superb NETWORKING AND SOCIAL OPPORTUNITIES with like-minded leaders that can help to expand your business in new ways
- NEW, INNOVATIVE PRODUCTS AND TECHNOLOGY from over 300 of the top industry brands in fitness, wellness and nutrition at the IDEA World Fitness & Nutrition Expo







WHERE THE WORLD COMES TO Party!

There's no party like an IDEA World party! Join club and studio owners and managers, and fitness professionals from around the world for dinner, drinks, dancing and a fun kick-off to a memorable weekend.

THURSDAY, JULY 14 • 7:30-10:00PM

How Do You Become the Best?

IDEA offers an unrivaled opportunity to learn directly from industry greats the countless creative strategies they used to build wildly successful businesses. These 4 days were designed specifically for you to gain proven techniques to stay profitable, thriving and changing lives with fitness.

DEAKE



JACK CANFIELD, MS

LIVING the Success Principles-How to Get From Where You Are to Where You Want to Be

Jack, originator of the Chicken Soup for the Soul® series, will teach you his proven breakthrough success system that guarantees you greater levels of peak performance and success in every area of your life: your career, your finances and your personal life.

FEATURED SESSIONS



Seven Figure Laws of Leadership

Ryan Lee went from being a gym teacher to being an online marketer, best-selling author and national presenter. From leading with integrity and managing your productivity to positioning yourself in a crowded marketplace, Ryan will deliver golden nuggets you can immediately apply in your business and life.



Build Your Dream: Create Time and Financial Freedom

Do you want your fitness business to be profitable and fun? Rick shows struggling or stagnant leaders the light. As the owner of one of America's most profitable gyms per square foot, he changes lives and takes time off to enjoy his own. You'll leave believing that owning or managing a successful business and having a thriving personal life can coexist.



Confidence Sells: Increase PT Sales and Retain Top Trainers TRISH BLACKWELL

Trish teaches trainers to find the fun in sales by coaching on the most important ingredient; confidence, Success in sales will boost your staff's self-esteem. Trish shares her inside secrets from leading PT departments to record breaking success.



Know Your Niche: You Can't Have Culture Without a Cult

Go behind the scenes of Mark's wild success in his New York fitness studio. He will dive into the values and mission that drive his business and help you find clarity on yours. Mark will offer colorful strategies to create and strengthen a remarkable business culture that attracts a thriving team and clientele.



Why Motivating People Doesn't Work

This presentation from a top leadership researcher will map out a new way to get the best results from your staff and members. It has less to do with external rewards and more to do with meeting deeper psychological needs. Susan will share the science and strategy behind leading, energizing and engaging others.



The School of Greatness-Hustle, **Passion, Focus and Vision**

In this compelling session, Lewis will share how hustle, passion, focus and consistent vision led him to running a seven-figure business and becoming a New York Times best-selling author. Learn specific tools and habits that prove how anyone is capable of achieving greatness and take home lessons and practical exercises that will change the game for your business and life.

By Learning From the Best.



Creating Your Purpose and Legacy-How to Live a Life Worth Telling a Story About! TODD DURKIN, MA

In this high powered presentation, one of America's top trainers will share how he took his own experience as a broken down athlete and

transformed it into uber-success as a trainer, motivational speaker, author and network television celebrity trainer.

LEADERSHIP at ALL Levels—What It Takes to Be Great in Business and Life

TODD DURKIN, MA

A leader of one, a leader of many...if you can't lead one, you can't lead any. LEADERSHIP. It's the cornerstone that will ultimately determine your club's success. Lack of leadership will KILL your culture, community and team. Find out Todd's top 10 D0's and D0NT's when it comes to leadership and building a business on passion, purpose and IMPACT.



Marketing Magic: Make Your Members the Heroes

You've heard the saying, "Build a business worth telling a story about." Trina will show you how to make the story about your members, their successes and their struggles. From weekly "60 second inspiration" videos to annual fitness galas, celebrate members with style. When you do, you'll take your business beyond equipment, classes and camps.



FIX Your Life With Passion and Persistence AUTUMN CALABRESE

Autumn Calabrese is the creator of the 21 Day FIX®, the number one selling infomercial in the world. Learn how creativity and persistence opened many doors for Autumn and helped her create a thriving



Become the Expert and Explode Your Brand SARA GOTTFRIED, MD

brand by never "working" a day in her life.

Dr. Gottfried is a *New York Times* best-selling author and Harvard-trained MD, who built her brand from the ground up. Her presentation will have you dreaming bigger and strategizing your own unique expertise. You'll leave ready to explode your business and brand right away.



Strengthen Your Club With Multiple Revenue Streams

How do you focus on your club's core mission and add additional streams of revenue to stay profitable? Ashley will teach you how to layer on services that don't distract from your focus, fragment your marketing or steal your time.



High Performance Tips: Dominate Business and Life

RANDY HETRICK

Randy Hetrick, founder of TRX®, will share five tips for dominating in business and life, from blazing a new trail and serving a niche market to creating an award winning workplace that values healthy lifestyles.





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Market to the Masses and Change Millions of Lives Panel

CHRIS FREYTAG, CATHE FRIEDRICH AND NATALIE JILL

This action packed panel features three top female brands who lead fitness empires. You'll learn how they market to millions with nutrition books, massive DVD libraries, live streaming workouts, product affiliates, fitness apps, clothing and fitness gear, and social media coaching programs.

IDEA World Fitness & Nutrition Expo

Be the first to discover the latest in products, trends, programs, equipment, technology, food and more from over 300 top brands.



4 DAYS to Create the Business You Want for 2016 and Beyond!

SCHEDULE AT A GLANCE		
THURSDAY, JULY 14		
9:00-10:00am	Networking Welcome Coffee	
10:20am-12 Noon	OPENING CEREMONIES AND KEYNOTE	
12:20-2:30pm	IDEA World Fitness & Nutrition Expo GRAND OPENING	
2:30-4:20pm	LIVING the Success Principles—How to Get From Where You Are to Where You Want to Be!	JACK CANFIELD, MS
5:15-6:30pm	FREE CHOICE: Choose from over 25 workouts, workshops or lectures	
7:30-10:00pm	WELCOME PARTY	
FRIDA	Y, JULY 15	
8:00-9:20am	Seven Figure Laws of Leadership	RYAN LEE
9:40-10:40am	Creating Your Purpose and Legacy—How to Live a Life Worth Telling a Story About!	TODD DURKIN, MA
10:40-11:30am	Market to the Masses and Change Millions of Lives Panel	CHRIS FREYTAG, CATHE FRIEDRICH AND NATALIE JILL
11:30am-2:15pm	IDEA World Fitness & Nutrition Expo OPEN	
2:15-3:00pm	High Performance Tips: Dominate Business and Life	RANDY HETRICK
3:00-3:35pm	FIX Your Life With Passion and Persistence	AUTUMN CALABRESE
3:35-4:05pm	Become the Expert and Explode Your Brand	SARA GOTTFRIED, MD
4:30-5:30pm	The School of Greatness—Hustle, Passion, Focus and Vision	LEWIS HOWES
SATUR	DAY, JULY 16	
8:00-9:20am	Build Your Dream: Create Time and Financial Freedom	RICK MAYO
9:40-10:30am	Marketing Magic: Make Your Members the Heroes	TRINA GRAY
10:30-11:30am	Know Your Niche: You Can't Have Culture Without a Cult	MARK FISHER
11:30am-1:45pm	IDEA World Fitness & Nutrition Expo OPEN	
1:45-2:45pm	Why Motivating People Doesn't Work	SUSAN FOWLER
2:45-3:35pm	Confidence Sells: Increase PT Sales and Retain Top Trainers	TRISH BLACKWELL
4:00-4:30pm	Strengthen Your Club With Multiple Revenue Streams	ASHLEY SELMAN
4:30-5:30pm	LEADERSHIP at ALL Levels—What It Takes to Be Great in Business and Life	TODD DURKIN, MA
SUNDA	NY, JULY 17	
7:30-9:20am	FREE CHOICE: Choose from over 11 workouts, workshops or lectures	
9:40-11:30am	FREE CHOICE: Choose from over 10 workouts, workshops or lectures	

REGISTRATION INFORMATION

Early Bird Pricing Expires

JUNE 3, 2016

WWW.IDEAFIT.COM/ CLUBSTUDIO

OR CALL 800.999.4332, EXT. 7

Outside the U.S. and Canada: 858.535.8979, ext. 7

BUDGET-FRIENDLY PAYMENT PLAN

If you don't want to pay for the IDEA World Club & Studio Summit in full, you can sign up for our budget-friendly 3-payment plan. You'll get instant access to select your sessions!

3-PAYMENT PLAN

Valid through May 1, 2016

IDEA MEMBERS

3 payments of \$133

NONMEMBERS
3 payments of \$163

PRICING

EARLY BIRD REG.
BY 6/3/16

REGULAR REG. AFTER 6/3/16

FULL REGISTRATION (Thursday-Sunday)

 IDEA MEMBER
 \$399
 \$469

 NONMEMBER
 \$489
 \$559

1-DAY PACKAGE (Friday or Saturday only)

 IDEA MEMBER
 \$219
 \$249

 NONMEMBER
 \$259
 \$299

EVENT INFORMATION

CONVENTION & HOTEL FACILITIES

All sessions, registration and the IDEA World Fitness & Nutrition Expo will be held at the **Los Angeles Convention Center**, located at 1201 South Figueroa Street, Los Angeles, CA 90015, and the **JW Marriott Los Angeles at L.A. LIVE** located at 900 West Olympic Blvd, Los Angeles, CA 90015.

REGISTRATION DISCOUNTS

IDEA Member Discount. Become an IDEA Member and save on your convention and pre/postconference sessions registration. You'll enjoy all the privileges of membership, including special savings on future IDEA events. To become an IDEA Member, register online or call Inspired Service at 800.999.4332, ext. 7.

Group Discount. Groups of five or more registering together save \$25 on each full registration. All registration forms and fees must be submitted together. Call Inspired Service at 800.999.4332, ext. 7, for assistance. Not valid on 1-day registrations, pre/postconference sessions or with any other discount.

CANCELLATION POLICY

If we receive your cancellation notice 30 days prior to an event, the administrative processing fee is \$100. There will be no refunds allowed after that date or for no-shows. You can cancel anytime prior to the event and a credit will be issued that can be used toward a future IDEA event. Credits issued will expire on December 31 of the following calendar year.

We've made it easier to switch names on event registrations at no charge. If you can't make it, you may send a colleague in your place by contacting Inspired Service at least 7 days prior to the event (switches are subject to a fee increase based on member status). Contact Inspired Service for further assistance at 858.535.8979, ext. 7, or email at member@ideafit.com.

IDEA Health & Fitness Association is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IDEA shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.

For travel and hotel information, please visit www.ideafit.com/clubstudio and click on "Travel".

WHY YOU DON'T WANT TO MISS THIS EVENT

- Equip yourself with simple, actionable steps to upgrade your club or studio
- Learn trade secrets on how to exponentially grow your business from more than 20 of the most forward thinking presenters
- Discover how to achieve greater levels of peak performance and success in every area of your life
- Network with like-minded leaders to open doors and expand your business in new ways
- Become inspired, motivated and filled with the creative energy to continue to transform lives with fitness



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