



# EVENT GUIDE

AUGUST 21-22, 2020

# FRIDAY / SCHEDULE AT A GLANCE

TIME <i>All Times Pacific</i>	EDUCATION TRACKS				
	CLUB & STUDIO SUMMIT	NUTRITION & BEHAVIOR CHANGE SUMMIT	PERSONAL TRAINER SYMPOSIUM	GROUP FITNESS SYMPOSIUM	ONLINE BUSINESS ACADEMY
7:15-8:00AM	OPENING CEREMONIES & KEYNOTE PRESENTATION No Excuses Kyle Maynard				
8:00-9:30AM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 110 Best Practices in the New Normal Travis Barnes, Mark Fisher, Trina Gray, Brian Nunez	SESSION 111 No Sweat: Selling Exercise So People Want to Keep Buying It Michelle Segar, PhD	SESSION 112 The Most Effective Way to Customize Programs and Choose the Best Exercises for Every Client Lee Burton, PhD	SESSION 113 The Future of Group Fitness: Strategies for the Successful Instructor Krista Popowych, Stacey Vandiver	SESSION 114 The Innovative Fitness Pro: Top Tech Strategies for Business Success Shannon Fable
9:30-11:00AM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 120 Diversity Strengthens Leadership Francesca Schuler	SESSION 121 Whole-Food, Plant-Based Fuel for Fitness Kelly Jones MS, RD, CSSD, LDN	SESSION 122 The Physiology of Fat Loss: New Exciting Findings Len Kravitz, PhD	SESSION 123 Building a Wildly Successful Online Group Training Studio Trina Gray	SESSION 124 Free and Low-Budget Marketing Strategies to Attract Prospects, Close Clients and Build Influence Using Social Media Vito La Fata, Anna Renderer La Fata, MS
11:00AM-12 NOON	EXPO HALL BREAK & MEGA CIRCUIT				
12 NOON-1:00PM <i>Earn up to 1 CEC</i>	SESSION 140 KEYNOTE PRESENTATION Creating Inclusivity in the Fitness Space Chrissy King				
1:00-2:30PM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 150 Lead and Empower a Loyal Team Staci Alden, Rachel Cosgrove, Andrew Simpson	SESSION 151 The Psychology of Weight Loss: Ditch the Diet for Long-Term Success Eliza Kingsford, MA, LPC, NCC	SESSION 152 Functional Movement Patterns for Older Adults Cody Sipe, PhD	SESSION 153 Effective Cueing, Communications and Coaching for In-Person and Virtual Group Fitness Classes Steve Barrett	SESSION 154 The Online Business Roadmap: How to Build a Million-Dollar Online Business Vito La Fata
2:30-3:30PM	SESSION 160 AFTERNOON ENERGIZER: RIDE INSPIRED by Keiser Paco Gonzalez		SESSION 161 COFFEE TALK: Nutrition Hacks From the Pros for the Pros, Sponsored by ZonePerfect Pamela Nisevich Bede, MS, RD		SESSION 162 COFFEE TALK: Structuring Your Online Personal Training Business Lewis Agnew
3:30-4:30PM <i>Earn up to 1 CEC</i>	SESSION 170 KEYNOTE PRESENTATION Becoming a Behavioral Health Spotter Michael Mantell, PhD				
4:30-5:30PM	NETWORKING HAPPY HOURS				
	SESSION 180 Digital Marketing, hosted by My PT Hub	SESSION 181 Fitness Technology Trends, hosted by Exer	SESSION 182 Building Support and Empowering Online Communities, hosted by POUND	SESSION 183 Networking, hosted by The Women In Fitness Association	SESSION 184 Going Virtual, hosted by Intelivideo



# SATURDAY / SCHEDULE AT A GLANCE

TIME <i>All Times Pacific</i>	EDUCATION TRACKS				
	CLUB & STUDIO SUMMIT	NUTRITION & BEHAVIOR CHANGE SUMMIT	PERSONAL TRAINER SYMPOSIUM	GROUP FITNESS SYMPOSIUM	ONLINE BUSINESS ACADEMY
7:15-8:00AM	IDEA FITNESS AWARDS CEREMONY				
8:00-9:30AM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 220 Retain Clients Forever <i>Sheldon McBee, MS, Billy Polson, Matt Wright, MS</i>	SESSION 221 Using Technology to Improve Client Health and Fitness <i>Trevor Wittwer</i>	SESSION 222 After the Injury: Functional Training Periodization <i>Susane Pata, Leigh Wierichs, MFA, MS</i>	SESSION 223 Progressive Programming for Active Aging <i>Leslee Bender</i>	SESSION 224 Grow Your Business With Authentic Inclusive Marketing and Messaging Strategies <i>Katrina Pilkington</i>
9:30-11:00AM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 230 Get Social Savvy to Communicate Better <i>Sarah Morrison, Nicki Carrigan</i>	SESSION 231 The Nutrition and Mental Health Connection <i>Maggie Moon, MS, RD</i>	SESSION 232 Assessment, Corrective Exercise and Functional Training in the Virtual and Physical Training Facility <i>Evan Osar, DC, CMT, PES, CSCS</i>	SESSION 233 How to Lead Unforgettable In-Person and Virtual Group Fitness Classes <i>Tricia Murphy Madden</i>	SESSION 234 How to Expand and Grow Your Personal Training Client Base <i>Phil Carr</i>
11:00AM-12 NOON	EXPO HALL BREAK				
12 NOON-1:00PM <i>Earn up to 1 CEC</i>	SESSION 250 KEYNOTE PRESENTATION Powerful Me! The Strategies, Mindset and Actions of the Most Successful <i>Peter Twist, MSc</i>				
1:00-2:30PM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 260 Leading Through Adversity and Dealing With Conflict <i>Todd Durkin, MA, Erin Kelly, Chris Stevenson</i>	SESSION 261 BLAME: Client Excuses for Not Exercising and Solutions to Retrain Their Behaviors <i>Rick Richey, PhD</i>	SESSION 262 Designing and Delivering Effective Online Personal Training Sessions <i>Kenneth Miller, MS</i>	SESSION 263 Creating a Passionate and Loyal Community in and Out of the Group Ex Studio <i>Kia Williams, MS</i>	SESSION 264 Rock Your Online Courses and Classes <i>Sadie Nardini</i>
2:30-3:30PM	SESSION 270 Go Home with a Plan, Sponsored by My PT Hub <i>Trina Gray, Chris Stevenson</i>	SESSION 271 COFFEE TALK: Taking Your Clients Program to a More Personalized Level: The Emerging Science of Nutrigenomics <i>Kristin Kirkpatrick, MS, RDN</i>	SESSION 272 COFFEE TALK: How to Build an Online Personal Training Studio <i>Lewis Agnew</i>	SESSION 273 AFTERNOON ENERGIZER: STOTT PILATES® Functional Towel Workout <i>PJ O'Clair</i>	
3:30-4:30PM <i>Earn up to 1 CEC</i>	SESSION 280 KEYNOTE PRESENTATION Get Your Mind Right... Now! <i>Todd Durkin, MA</i>				
4:30-5:00PM	CLOSING CEREMONIES				

# OPENING CEREMONIES

FRIDAY • 7:15AM

Jump-start IDEA World Virtual with a welcome address by Amy Boone Thompson and an inspiring keynote presentation featuring 2020 IDEA Fitness Inspiration Award recipient Kyle Maynard.

## WELCOME BY AMY BOONE THOMPSON

Vice President/GM Fitness Group,  
Pocket Outdoor Media

IDEA Health & Fitness Association,  
IDEA China, IDEA Korea & *Oxygen* Magazine



## IDEA FITNESS INSPIRATION AWARD & KEYNOTE PRESENTATION

### KYLE MAYNARD No Excuses

Born with a rare condition known as congenital amputation, that left him with arms that end at the elbows and legs that end near his knees, Kyle learned early on to live life independently, knowing that exceptions wouldn't be made for him. He has lived his life striving to do more, learn more, push harder, go further, and to inspire others to do the same by sharing his story and living by example. His messages are centered on building a life driven by purpose and meaning, the importance of the undying pursuit of dreams, and the belief that no obstacle is too great and nothing can keep us from accomplishing our goals.

## CEC INFORMATION

- 1 After the event ends, the sessions you attended will be automatically placed in your "My Education" page on [ideafit.com](http://ideafit.com) or [www.ideafit.com/myeducation](http://www.ideafit.com/myeducation).
- 2 Your proof of attendance and CEC credits are on your CEC certificate, which you can access any time after the event at [www.ideafit.com/myeducation](http://www.ideafit.com/myeducation).
- 3 Workouts and Networking Events do not qualify for CECs.
- 4 The credits you can earn at this event are recognized by the following agencies: ACE, ACSM, AFAA, BOC, NASM, NFPT, NSCA, W.I.T.S., Cooper Institute, NETA, NESTA, and NFPT. If your certification agency is not listed, simply check with the agency to see what credits it allows.

# IDEA AWARDS CEREMONY

**SATURDAY • 7:15AM**

Considered the “Academy Awards” of the industry, the annual IDEA Fitness Awards recognize those who inspire greatness every day in the field of fitness.

FITNESS AWARDS SPONSOR



## 2020 FINALISTS

### 2020 IDEA FITNESS LEADER OF THE YEAR



**PETE HOLMAN,  
MSPT**  
Aspen, CO



**TRICIA MURPHY  
MADDEN**  
Seattle, WA



**JAN SCHROEDER,  
PHD**  
Huntington Beach, CA

### 2020 IDEA PERSONAL TRAINER OF THE YEAR



**LESLEE BENDER**  
Orlando, FL



**GREG JOHNSON,  
MS, CSCS**  
Sacramento, CA



**TRACY L. MARKLEY**  
Florence, OR

### 2020 IDEA FITNESS INSTRUCTOR OF THE YEAR



**STACY  
MCCARTHY**  
Rancho Santa Fe, CA



**JEFFREY  
SCOTT**  
Los Angeles, CA



**AILEEN SHERON**  
West Covina, CA

# VIRTUAL FITNESS & NUTRITION EXPO

**FRIDAY & SATURDAY • 8:00AM-5:00PM**

Discover cutting-edge brands encompassing fitness, nutrition, wellness and technology all conveniently located at your fingertips. Everything you need to enhance your career in these challenging times can be found here.



## TOP INDUSTRY INNOVATORS

Sample free workouts, learn innovative programming and get the programs and apps that will give you the competitive edge, expand your business and make your life easier. Connect through chat, enjoy exclusive offers and browse through valuable information.

## VIRTUAL SWAG BAG

Snag exclusive discounts and free products from your favorite brands.



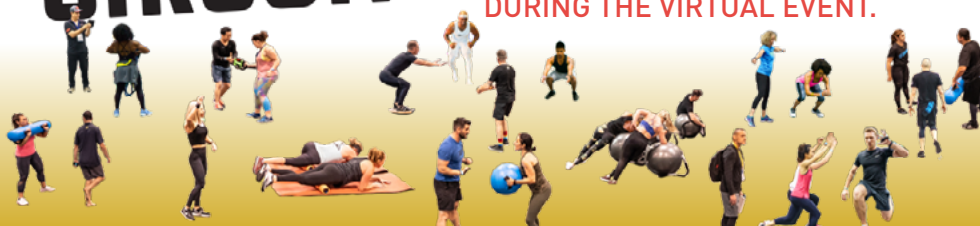
Shipping fees may apply.

## CLUB & STUDIO ROW

## NUTRITION & BEHAVIOR CHANGE ROW

Browse these special areas of the expo hall to learn more about the industry leading products, services and organizations you love or need to know about!

## IDEA WORLD MEGA CIRCUIT



In this dynamic and innovative virtual circuit-style workout, you'll have the opportunity to try out new programming brought to you by some of the hottest fitness brands.

Experience new workout ideas that you can incorporate into your own classes and sessions. Bring your towel and get ready to sweat!

**COMPLETE THE MEGA CIRCUIT AT ANYTIME DURING THE VIRTUAL EVENT.**



# KEYNOTE PRESENTATIONS

You won't want to miss these powerful keynote speakers as they share unique insight, experience and guidance on some of the most important topics and struggles we face today. From inclusivity and resilience to mindset and mental health, these inspiring experts will help deliver incredible shifts in perspective so that you can develop more impactful professional and personal lives.



FRIDAY • SESSION 140 • 12 NOON-1:00PM

## CHRISSY KING

### Creating Inclusivity in the Fitness Space

Fitness and wellness go far beyond exercise and nutrition. Mental, emotional, and spiritual health are equally important and have a direct impact on physical health. And we can't adequately take a holistic approach to wellness without addressing racism, how it affects wellbeing and prevents some people from feeling safe in their bodies. In this powerful session, you will understand why it is imperative that fitness and wellness practitioners engage in conversations about anti-racism, diversity and inclusion, and how to examine their own implicit bias. You will walk away with steps you can take to create a fitness space that is inclusive, accessible and demands justice for ALL bodies.



FRIDAY • SESSION 170 • 3:30-4:30PM

## MICHAEL MANTELL, PHD

### Becoming a Behavioral Health Spotter

COVID19 has shaken up the lives of all of us. While this pandemic shake has shifted many people's lives in better directions, for so many of your clients it has sent them into an emotional tailspin of anxiety, stress, loneliness, fear, worry and depression. In this session, you will develop up-to-date, evidence-backed psychological skills on how to look beyond the outside to identify signs of possible emotional disruption, and how to motivate, encourage and communicate with clients during this turbulent time and beyond.



SATURDAY • SESSION 250 • 12 NOON-1:00PM

## PETER TWIST, MSC

### Powerful Me! The Strategies, Mindset and Actions of the Most Successful

How do the world's consistently top-performing people approach each day to stay in forward motion? What is the game plan to become a top leader, grow in your career, create opportunity and build a business? In this inspiring and motivating session, Peter will share his tips and takeaways to become more resilient, show up as your best self, and grow to new heights of success. Through his own personal journey, rising up from the devastation of stage 4 cancer, Peter has learned exactly what it takes to navigate difficulty, rise up and discover new levels of success.



SATURDAY • SESSION 280 • 3:30-4:30PM

## TODD DURKIN, MA

### Get Your Mind Right...Now!

If there is ever a time to 'get your mind right,' it is amid one of the most challenging and toughest times in history. In what may be his most important keynote to date, Todd will provide five specific ways to help you reawaken your dream, lead better, enhance your own energy and ultimately give you the hope and inspiration necessary to be the light that the world so desperately needs right now.

# FAQs

## WHAT ARE THE DATES AND HOURS OF THE VIRTUAL EVENT?

All times listed will be **PACIFIC TIME**. This is a live event. The time in your location could differ from the listed times so please update your calendar accordingly.

The date and hours of this event are:

**Friday August 21: 7:15am-5:30pm (Pacific)**

**Saturday August 22: 7:15am-5:00pm (Pacific)**

## HOW DO I ENTER THE IDEA WORLD VIRTUAL EVENT PLATFORM?

You will receive a reminder email with instructions prior to the event. Your **EMAIL ADDRESS** and **CONFIRMATION NUMBER** will be your access into the virtual event space. The virtual event space will be open at **6:45am (Pacific) 30 minutes prior to the start of sessions** each day. We recommend you use this time to navigate the space, test your internet connection and familiarize yourself with the functionality. Once you've signed into the virtual event, create a profile, browse around the virtual event spaces and get ready for 2 days of education, events and networking!

## WHAT HAPPENS IF YOU HAVE TECHNICAL ISSUES DURING IDEA WORLD VIRTUAL?

There will be a virtual "help desk" available at all times during the event. If you are experiencing any technical difficulty, there will be live staff ready to help you troubleshoot issues.

## WHAT TECHNOLOGY IS REQUIRED TO ATTENDEE IDEA WORLD VIRTUAL?

A desktop computer, laptop, tablet, phone or similar device with internet connectivity is all that is required.

## CAN I ASK QUESTIONS DURING THE EDUCATIONAL SESSIONS?

Yes, there will be a chat box labeled "Presenter Q&A" available in each session and we encourage you to ask questions and interact with presenters.

## HOW DO I GET CECs FOR THE SESSIONS I ATTEND?

After the event ends you will be able to select the sessions you attended and have them placed in your "My Education" page. Your proof of attendance and CEC credits are on your CEC certificate, which you can access any time after the conference at [www.ideafit.com/myeducation](http://www.ideafit.com/myeducation). Workouts and networking events do not qualify for CECs.

## WILL SESSIONS BE RECORDED AND AVAILABLE AFTER THE CONVENTION?

Yes, you may purchase 12-month on-demand access to all sessions at IDEA World Virtual for an additional \$49. You can come back any time over the 12 months following the event and watch sessions you weren't able to attend live. This is a great option for international attendees who are experiencing significant time differences. Visit the IDEA Booth in the IDEA World Expo Hall to purchase the add-on BEFORE the event concludes on Saturday, August 22.

## DO I NEED TO SELECT SESSIONS PRIOR TO THE EVENT?

No, you do not need to pre-select sessions. Once the virtual event goes live you are free to access any session you prefer.

## WHAT IS THE VIRTUAL EXPO HALL?

A virtual expo hall offers the valuable education, networking and brand exploration of a physical event, but in the comfort of your home or anywhere you have an internet connection. Through an easy to navigate virtual event platform, attendees are able to move freely through virtual lobbies, auditoriums and expo halls. Featuring chats with Q&A capabilities, excitement filled special events and activities like trivia games, polling and challenges, virtual expo halls create a familiar interactive experience through a 3D virtual event platform. The IDEA World Fitness & Nutrition Expo offers the benefits of the latest technology to connect with even more industry leaders and brands from all over the world through a high quality virtual event experience.

## HOW MANY EXPO HALLS ARE AT IDEA WORLD VIRTUAL?

Visit the **Fitness & Nutrition Expo Hall**, **Club & Studio Row** and **Nutrition & Behavior Change Row** to chat with industry leading brands, enjoy exclusive offers and browse valuable information.

## WHAT ARE THE EXPO HALL HOURS?

All three expo halls will be open throughout the event.

**Friday August 21: 8:00am-5:00pm (Pacific)**

**Saturday August 22: 8:00am-5:00pm (Pacific)**

## WILL IDEA WORLD BE A LIVE EVENT IN 2021?

Yes! We plan on IDEA World Convention being live again in 2021 and will take place in Anaheim, CA on July 7-11. Register now and receive up to \$119 off your registration using the code **"WORLD2021"**. Easy payment plans are available. Click [HERE](#) to purchase at this discounted rate before prices go up in September.



# NETWORKING HAPPY HOUR

**FRIDAY • 4:30-5:30PM**

Mix up your favorite mocktail or cocktail and join top brands for a Zoom happy hour discussion. You'll get guidance from industry leaders, share insights and stories with peers and blow off some steam after an exhilarating day of learning, thriving and growing.



## DIGITAL MARKETING

Hosted by  
My PT Hub

## FITNESS TECHNOLOGY TRENDS

Hosted by Exer

## BUILDING SUPPORT AND EMPOWERING ONLINE COMMUNITIES

Hosted by POUND

## NETWORKING

Hosted by  
The Women  
In Fitness  
Association

## GOING VIRTUAL

Hosted by  
Intelivideo

To attend any of these happy hours, visit the above sponsor booth of your choice, click the tab on the right side to access Zoom link and enjoy an hour of networking with top brands and fellow attendees!

# VISIT THE IDEA BOOTH

## WHAT CAN YOU DO AT THE IDEA BOOTH?



Get affordable Health Care Plans for IDEA's health and fitness professionals.



Surround yourself with the best and become an IDEA Member.



Find exclusive webinars for fitness professionals on a broad range of current topics.

**AND MORE!**



# AFTERNOON ENERGIZERS



Enjoy an afternoon pick-me-up by joining industry leaders for either an enlivening workout or a lively discussion on your favorite topic.

## FRIDAY • 2:30-3:30PM



### SESSION 160

#### RIDE INSPIRED by Keiser

Paco Gonzalez

Join Keiser's international cycling celebrity Paco Gonzalez for a truly inspiring indoor cycling class. Ride Inspired is an energizing workout that combines the best of rhythm, race and rush. Pedal to empowering music, maximize your interval time and optimize your power output through effective cycling profiles and personal connections. Come join the journey and be Ride Inspired with us!



### SESSION 161

#### Nutrition Hacks From the Pros for the Pros, Sponsored by Zone Perfect

Pamela Nisevich Bede, MS, RD

Got burning questions about nutrition? Tune into this expert-led session designed with you in mind. Fitness industry experts' FAQs will be brought to life in this presentation filled with pro tips and myth busters. Decode nutrition science and learn lifehacks to make your lifestyle diet work. Finally, we'll look at meal planning amid a pandemic and how to eat mindfully and regain control of your nutrition.



### SESSION 162

#### Structuring Your Online Personal Training Business

Lewis Agnew

Join Lewis Agnew, My PT Hub's Chief Operations Officer in this one-hour Afternoon Energizer. Lewis will be guiding you through Structuring Your Online Personal Training business, a topic that's relevant now more than ever, given recent months.

## SATURDAY • 2:30-3:30PM



### SESSION 270

#### Go Home With a Plan, Sponsored by My PT Hub

Trina Gray and Chris Stevenson

Take your session notes from paper to action with the help of two IDEA leaders. Get tips on goal setting, time management and communication that will help you implement changes in your business and with your team. We'll discuss how to adapt in your business and personal life to accommodate life's unexpected twists and turns. This session will set you up to create a final action plan to capture your best ideas from the Club & Studio Summit and leave the virtual event with clarity.



### SESSION 271

#### Taking Your Client's Program to a More Personalized Level: The Emerging Science of Nutrigenomics

Kristin Kirkpatrick, MS, RDN

Your clients have heard the same old advice for years—get more protein, load up on healthy whole foods, avoid excess carbs. Isn't it time to give them a more personalized approach that reaches them on a genetic, not generic, level? Kristin Kirkpatrick is a Dietitian and National expert on the science of nutrigenomics. In her session, she will break down the 45 genes that have an impact on your client's health and wellness and will reveal which genes are the most important for building muscle, and losing fat.



### SESSION 272

#### How to Build an Online Personal Training Studio

Lewis Agnew

My PT Hub's COO, Lewis Agnew presents this exciting Afternoon Energizer designed to leave you feeling excited and inspired! In this session, Lewis will talk you through How to Build an Online Personal Training Studio, from considering your branding right through to recruiting staff and using online software.



### SESSION 273 • WORKOUT

#### STOTT PILATES® Functional Towel Workout

PJ O'Clair

The STOTT PILATES® Functional Towel Workout is the ideal program for those who are active and on the go. This simple, easy-to-follow routine requires minimal time and equipment yet yields maximal results. The Conditioning Towel provides just the right degree of support and stability to optimize core activation, increase strength and improve joint range of motion. If you want to enhance your performance in sport and activities of daily life, this workout is for you.



COFFEE TALK/  
LECTURE



AFTERNOON ENERGIZER/  
WORKOUT

# GAMIFICATION

## CAN YOU REACH THE TOP OF THE RANKS WITH OUR BADGE SYSTEM?

Complete these missions throughout the event to unlock badges. Visit the leaderboard in our virtual lobby to see where you stand against other attendees. The top 5 point scorers\* will win a 2021 IDEA World Convention registration.

Win a 2021  
IDEA World  
Registration



### FIT PROFILER BADGE

**100 POINTS**

Complete your "My Profile" page.



### INSPIRE BADGE

**175 POINTS**

Attending all three special functions: Opening Ceremonies, IDEA Fitness Awards Ceremony and Closing Ceremonies



### SOCIAL BUTTERFLY BADGE

**200 POINTS**

Attend a networking happy hour presentation.



### CHALLENGER BADGE

**250 POINTS**

Participate in the MEGA Circuit Challenge.



### FREQUENT FLYER BADGE

**300 POINTS**

Attend 10 sessions.



### ICE BREAKER BADGE

**350 POINTS**

Ask 10 questions in different sessions.



### RATER BADGE

**400 POINTS**

Rate 10 sessions.



### PROTECTOR BADGE

**500 POINTS**

Request an Insurance Quote from the Lockton Booth using the chat function.



### WORLD BADGE

**500 POINTS**

Visit the IDEA World Expo Hall.



### CLUB & STUDIO SUMMIT BADGE

**500 POINTS**

Visit the Club & Studio Row Expo Hall.



### NUTRITION & BEHAVIOR CHANGE SUMMIT BADGE

**500 POINTS**

Visit the Nutrition & Behavior Change Row Expo Hall.

\*A raffle will take place if there is a tie.



# Thank you!

IDEA Health & Fitness Association would like to thank the following companies for their support of IDEA World Virtual 2020.

IDEA WORLD FITNESS AWARDS SPONSOR  
CLUB & STUDIO SUMMIT  
ELITE SPONSOR

IDEA WORLD LIFESTYLE NUTRITION SPONSOR  
NUTRITION & BEHAVIOR CHANGE SUMMIT  
ELITE SPONSOR



## CORE SPONSORS



## SUPPORTING SPONSORS

