



## **MEDIA RELEASE**

FOR RELEASE: 22 MARCH

### **FITNESS & HEALTH EXPO REVEALS TALKING FITNESS PROGRAM**

The [Australian Fitness & Health Expo](#) has today revealed details of its new interactive consultative forum, Talking Fitness. The forum will provide gym owners and managers the chance to meet with business professionals to discuss better ways to manage their facility.

Taking place over three days at the Australian Fitness & Health Expo, the free program includes an impressive lineup of speakers. Industry participants keen to expand their business savvy are encouraged to attend.

“Talking Fitness has been designed to provide our key visitors with a complete business development experience when they visit the Australian Fitness & Health Expo. The expo provides an opportunity to source the latest products and services, network with industry peers and now, through Talking Fitness, gain knowledge to better manage their fitness facility,” said Exhibition Manager, Ashley Robertson.

With five fitness industry leaders confirmed to present, trade visitors will gain the tools to grow their business with topics including Franchising, Finance, Buying & Selling a Business, Online Marketing and Business Coaching.

“We have recruited some of the best in the business to come and share their knowledge with an industry hungry for information. This year, the expo has taken a renewed focus on trade opportunities – the doubling of space in the Trade Hall, the inclusion of the Club Lounge and the Talking Fitness forum indicate this focus and are designed to attract a highly targeted audience of trade buyers,” Robertson said.

The Talking Fitness program will take place within the all new Club Lounge – a custom designed business to business networking zone offering lounges, a café and a bar – and will offer 30 minute sessions and pre-booked one-on-one sessions with speakers.



## **Talking Fitness Program**

**Graham Burman, Franchise Manager, Workout World**

### ***Franchising – is it for you?***

*Friday 30 April 11.30am – 3.00pm, Saturday 1 May 11.30am – 3.00pm, Sunday 2 May 11.30am – 2.00pm*

An opportunity to ask all you need to know about franchising – discover why the franchise concept has been so successful for small business and learn the steps you need to take and the questions to ask before signing on the dotted line. Learn what you should expect from a franchisor and what a franchisor will expect from you.

**James Robertson, Finance Consultant, Dalyan**

### ***Strengthen your financial position***

*Friday 30 April 11.30am – 3.00pm, Saturday 1 May 11.30am – 3.00pm, Sunday 2 May 12.30pm – 2.30pm*

Cashflow is the heart of your business. This presentation will discuss strategies to improve your business cashflow – topics will include generating, analysing and forecasting cashflow, fine tuning your business processes and presenting financials to prospective lenders.

**Richard Beddie, CEO, Fitness New Zealand**

### ***Buying and selling a facility***

*Friday 30 April 1.30pm – 3.00pm, Saturday 1 May 1.30pm – 3.00pm*

All the information you need when it comes to buying or selling a fitness facility. Explore how to value a business, how to find buyers or sellers, how to prepare a business for sale and also what to look for when buying your first business.

**Craig Mac, Managing Director, GymLink Australia**

### ***Generating sales leads online***

*Friday 30 April 12.00pm – 2.00pm, Saturday 1 May 12.00pm – 2.00pm, Sunday 2 May 12.00pm – 2.00pm*

Maximise your online presence and tap into the most profitable advertising medium in the world. A toolbox of solutions to guide you through online marketing strategies that will help you identify your target market,



design an effective website, get your message in front of qualified prospects, build relationships and increase profits.

**Justin Tamsett, Managing Director, Active Management**

***Fitness business coaching***

*Saturday 1 May, 12.00pm – 1.30pm, Sunday 2 May 11.00am – 12.30pm*

Whether you have a fitness business or plan to open one in the future, now is your chance to tap into the experiences of Australia's leading fitness business expert. This will be an open discussion sharing the basics to ensure your business will be profitable.

The Australian Fitness & Health Expo is the largest event of its kind in Australia. With 300 exhibitors, the expo is the best place to discover new products and trends in the Australian fitness and health industry. For more information, visit [www.fitnessexpo.com.au](http://www.fitnessexpo.com.au)

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**ABOUT THE AUSTRALIAN FITNESS & HEALTH EXPO**

The Australian Fitness & Health Expo is the industry's largest expo for the fitness and health industry in Australia. The pinnacle event for the fitness industry, the expo attracts more than 15,000 buyers and connects attendees with manufacturers, suppliers and retailers in health and fitness industry. Further information: [www.fitnessexpo.com.au](http://www.fitnessexpo.com.au)

**ABOUT DIVERSIFIED EXHIBITIONS**

Diversified Exhibitions is one of Australia's largest exhibition organising companies with a portfolio of 30 trade and consumer exhibitions, operating in key industry sectors such as Food, Security, Building, Oil & Gas, Fitness and Retail. Diversified runs exhibitions at premier venues throughout Australia and has its head-office in Melbourne. Further information: [www.divexhibitions.com.au](http://www.divexhibitions.com.au)

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The exhibition will be open to trade-only on Friday and to the general public Saturday and Sunday