## canfitpro \ 2021

**BUSINESS & LEADERSHIP**

**Friday, November 12**

### TRACKS

- **Technology**
- **Sales & Marketing**
- **Coaching**
- **Leadership & Development**

### Session Schedule

#### 9:00AM - 10:30AM EST

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**Sponsor**

- Polar Club Solution – A tool to enhance your members' training experience
- 10 Success Strategies to Build a Podcast That Lasts
- 10 Steps to Creating the Optimal Virtual Experience
- Creating Sustainable Fitness Industry Career Opportunities for All

**Presenter(s)**

- Warren Neal
- Facilitated by: Nkechi Nwafor-Robinson. With Chris Fudge, Tracy Minnoch-Nuku, Funk Roberts & Kia Williams
- Fraser Quelch
- Facilitated by: Mo Hagan. With Katie Heggtveit, Paul Klein & Megan Williamson

#### 10:45AM - 12:15PM EST

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**Sponsor**

- The Six C's of Phenomenal Virtual Fitness Experiences
- Master the Art of Sales and 2x-4x Your Fitness Revenue in 90 Days
- Connecting, Leading and Leaning In
- PART 1 - Fitness is Medicine: A Prescription to Get Active

**Presenter(s)**

- Nathalie Lacombe
- Tony Maslan
- Krista Popowych
- Facilitated by: Scott Wildeman. With Lisa Dare & Sara Hodson

#### 12:15PM - 1:30PM EST

**LUNCHBREAK**

#### 1:30PM - 3:00PM EST

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**Sponsor**

- How To Build a Successful Online Fitness Membership Business and Community That Will Never Leave You
- THINK Yourself® A SALES PRO – Create an Irresistible Sales Experience
- The Science of Preventing Career Burnout as a Fitness Professional
- PART 2 - Building a Medical Fitness Career Path: A New Era Begins and You Can Lead It!

**Presenter(s)**

- Funk Roberts
- Nathalie Plamondon-Thomas
- Shannon Fable & Brett Klika
- Facilitated by: Mo Hagan. With Lisa Doughtery & Sara Hodson

#### 3:15PM - 4:45PM EST

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**Sponsor**

- Beyond Sweat - Solve Your Consumers Problem
- State of the Fitness Industry - Driving Sales Success & Culture

**Presenter(s)**

- Facilitated by: Emma Barry. With Troy Morgan, Ian Mullane & Brent Vaughan
- Sheldon McBee
- Facilitated by: Scott Wildeman. With Jennifer Hamilton, Carrie Kepple-Styles, Trisha Sarker and Jason Sheridan

All sessions are Lectures (L)

[canfitpro.com/events2021/businessleadership/](canfitpro.com/events2021/businessleadership/)