

PROVISIONAL PROGRAM





21 – 22 July 2021

Dockside Sydney NSW



WEDNESDAY, 21 JULY 2021 FRITS 2021 SUMMIT		
12:30pm – 5:30pm	REGISTRATION OPEN The Terrace Room, Level 3, Cockle Bay Wharf	
1:00pm – 1:15pm	SUMMIT OPENING Justin Tamsett <i>Managing Director, Active Management & Founder, Fitness & Recreation Technology Summit</i>	
1:15pm – 2:00pm	THE FITNESS INDUSTRY RECOVERY BY THE DATA James Ellender <i>Chief Executive Officer, ActiveXchange</i> What an 18 months we have had in business! Behind the scenes there has been data tracking member and consumer movements and in this session you will hear industry statistics for you to see if you are above or below standards. We all know the world of fitness and recreation has changed dramatically since COVID and the ensuing 18 months, there are powerful insights being told through aggregated sector-wide data that the Fitness and Recreation Industry that you must stop and take notice of. At this end of this session you'll see exactly where the growth is internally & externally.	
2:00pm – 2:45pm	Invited Presentation Presenter <i>TBC</i>	
2:45pm – 3:00pm	PHYGITAL: HOW DO WE DIGITALIZE ON-SITE AND MONETIZE OFF-SITE This session will share how you can use digital in your facility for closing the gap between onsite experience and online experience. You can use digital to generate additional revenue and reach further into your community. You will hear what to do, how to do it and case studies on who has done it successfully.	
3:00pm – 3:30pm	Networking break	
3:30pm – 4:30pm	PANEL DISCUSSION: WHAT HAS THE LAST 12 MONTHS TAUGHT US? <ul style="list-style-type: none"> Tony De Leede <i>Renowned wellness and fitness entrepreneur</i> Ian Mullane <i>Chief Executive Officer, KeepMe</i> Emmett Williams <i>Chief Executive Officer, MyZone</i> Matt George <i>Director, XBody Australia</i> 	
4:30pm – 5:30pm	WELCOME RECEPTION The Terrace Room & Balcony, Level 3, Cockle Bay Wharf	

THURSDAY, 22 JULY 2021 FRITS 2021 SUMMIT		
6:00am – 7:00am	THE FITNESS BUSINESS PODCAST WALK & TALK Departing from Lobby, Novotel Sydney Darling Harbour	
08:00am – 5:30pm	REGISTRATION OPEN Dockside, Level 2, Cockle Bay Wharf	
08:45am – 09:00am	Welcome & housekeeping Justin Tamsett <i>Managing Director, Active Management & Founder, Fitness & Recreation Technology Summit</i>	
09:00am – 09:20am	SPECIAL ADDRESS / MINISTERIAL ADDRESS <i>TBC</i>	

09:20am – 10:30am	PANEL DISCUSSION: WHAT HAS THE LAST 12 MONTHS TAUGHT US ABOUT OUR CONSUMERS? <ul style="list-style-type: none"> Ben Lucas <i>Owner & Director, Flow Athletic</i> Sean O'Shea <i>Director, Performance PT</i> Greg Oliver <i>Chief Executive Officer, Goodlife Health Clubs</i> 	
10:30am – 11:00am	Networking break in exhibition area	
11:00am – 11:05am	Partner Spotlight: XBody Australia	
11:05am – 12:00pm	HOW THE FITNESS INDUSTRY CAN THRIVE IN THE DATA AGE Steve Leven <i>Co-Founder & Co-CEO, Zenbly</i>	
12:00pm – 12:55pm	HOW TO BUILD A LOYAL AND ENGAGED MEMBER BASED IN THE NEWSFEED AGED WITHOUT BREAKING THE BANK Sally A Illingworth <i>Technology enthusiast, strategic thinker & calculative action taker</i>	
12:55pm – 1:00pm	Partner Spotlight: DebitSuccess	
1:00pm – 1:45pm	Networking break in exhibition area	
1:45pm – 3:10pm	WORKSHOP: ORGANIC SEO Margaret Ornsby <i>Google My Business Product Expert, More Customers More Sales</i>	
3:10pm – 3:15pm	Partner Spotlight: MyZone	
3:15pm – 3:45pm	Networking break in exhibition area	
3:45pm – 3:50pm	Partner Spotlight: OneFitStop	
3:50pm – 5:20pm	WORKSHOP: DIGITAL MARKETING STRATEGY Rachael Dao <i>General Manager - LT Network</i>	
5:20pm – 5:25pm	Partner Spotlight: KeepMe	
5:25pm – 5:30pm	SUMMIT CLOSE Justin Tamsett <i>Managing Director, Active Management & Founder, Fitness & Recreation Technology Summit</i>	

**THURSDAY, 22 JULY 2021
FRITS 2021 AWARDS DINNER**

6:30pm – 7:00pm	PRE-DINNER DRINKS The Terrace Room, Level 3, Cockle Bay Wharf	
7:30pm – 8:15pm	DINNER PRESENTATION: HIGH TECH, HIGH TOUCH Amanda Stevens <i>Consumer futurist</i>	
8:45pm – 9:15pm	AWARD PRESENTATIONS <ul style="list-style-type: none"> Fitness Professional Fitness Facility Fitness Supplier 	
10:30pm	DINNER CONCLUDES	