

May 26-27th, 2021 | Two Seasons Hotel

FITNESS PROFESSIONALS SUMMIT

DAY 1 | 26TH OF MAY, WEDNESDAY

Programming and Training the Middle-aged Client

by Matt Coe

Time: 10:00 a.m. to 11:00 a.m., Room 1

Topics covered in this session:

- Understanding the middle-aged individual.
- Your responsibility as a trainer.
- If you're not assessing you're guessing.
- Movement supplementation.
- Self-limiting and movement facilitating exercises.
- Important aspects of training an ageing client.
- Work on "quality" over "quantity".
- Everyone starts as a "white belt".
- Create a "grading" system and goals.
- Test/Re-Test
- Speak "client"!
- Always ask "Why?"
- Q&A

Muscle Damage and Why Recovery Matters

Presented by Dan Duran (ISSA USA)

Time: 10:00 a.m. – 11:00 a.m., Room 2

Recovery from exercise is often thought of like flossing: we know we should do it, we just don't. The micro damage that occurs during exercise is traumatic in terms of how the body responds to it. Rest and recovery are the missing links in most exercise programming and effective trainers can recognize when it's required. Learn why the mind-set of "I'll rest when I'm dead" is, well, dead.

Objectives

- Understand the damage that occurs to the body during exercise.
- Differentiate between the stages and associated symptoms of training and overtraining.
- Define exercise recovery and the foundational nutrition, hydration, supplementation, and sleep considerations to improve and expedite it.

'Zuu' practical workshop

by Danny Bartlett

Time: 10:00 a.m. to 11:00 a.m., Room 3

ZUU is a High Intensity Low Impact methodology used in armed forces and elite sports around the world.

This session will introduce you to the positive impact that ZUU is having on the physical, social and mental health of humans around the world.

Empowering people to #movebetter, #feelbetter and #livebetter

Essentials of Neuroanatomy for Fitness Professionals

by Heba Abdel Gawad – BodyHack

Time: 11:15 a.m. to 12:15 p.m., Room 1

In this seminar we will go through the foundations of Neuroanatomy and how it applies in a practical way to movement, posture pain, training, health and overall wellbeing.

Topics covered in this talk:

- The neurology of movement
- Neural Pathways that deal with balance and stability
- Neural pathways that deal with movement and coordination
- The different brain lobes and what they're responsible for
- Practical applications to training, movement and overall brain health

Hormones & Health - Resolving PMS in your female client

by Keith Littlewood

Time: 11:15 a.m. to 12:15 p.m., Room 2

‘The Yoga of Sleep’ – Pranayamas (Breathing Exercises) to Relieve Stress

by Kavita Pillay– Yoga Ashram

Time: 11:15 a.m. to 12:15 p.m., Room 3

Breath is Life! Know Breath, Know Life!

During this session we take a closer look at some of the breathing exercises, a quick overview on the science of breath and experience the deep rest that can come from a rejuvenating Yoga Nidra session.

Kettlebells - The Most Effective Fitness Tool on The Planet

by Matt Coe

Time: 12:30 p.m. to 1:30 p.m., Room 1

Topics covered in this session:

- The history and origin of kettlebells.
- The two different formats and why they are both effective, depending on the clients' goals.
- Some of the kettlebell greats
- The “what the heck” affect- i.e., how training kettlebells improves speed and power in any sport.
- How to screen someone prior to kettlebells so as to ensure they stay safe and injury free.
- The one exercise no one is doing and is probably the best exercise on the planet.
- How to apply kettlebells into your pre-existing programs.
- Q&A

Creating professional content for maximum social media return.

Presented by Paul Aiken

Time: 12:30 p.m. – 1:30 p.m., Room 2

Paul will discuss the nature of the market as it is and the massive shift Covid has caused to the online fitness market.

- With the explosion of Online Training, how can you best utilise Instagram and YouTube as an opportunity to expand on your existing business of exchanging your time for money.
- Learn why it is vital for you to stand out immediately in a crowded marketplace and why you should not see the shift COVID has created as temporary.
- Find out the best tools needed to help you succeed in this crowded space.
- Discover why audio is more important than video when making videos, the importance of good lighting. (the visual hook), the best wireless audio equipment, the best camera to use (your phone) and the best FREE video editing software for your phone.
- Q & A

1.30 – 2pm LUNCH BREAK

Oxygen Advantage Masterclass

by Rose O'Donovan – BodyHack

Time: 2:00 p.m. to 3:00 p.m., Room 1

Learn the 3 dimensions of breathing in one hour with Oxygen Advantage Master Instructor Rose O' Donovan. Functional movement, core strength and normalised brain/behaviour patterns cannot happen without functional breathing.

If breathing is not normalised no other movement pattern can be. Over-breathing is one of the biggest breath pattern dysfunctions nowadays that can best be described as a health condition that affects the brain and the body. Over-breathing is the same as overeating - it will yield long term ill health effects - namely that oxygen cannot be delivered to your muscles and cells causing lack of performance in sports and exercise and can also cause anxiety, depression and poor sleep. The sooner the greater population looks at breathing as one of the first systems that should be trained, the sooner the lead to greater mental and physical health will occur.

Topics covered will be dysfunctional breathing and what it looks like, exercises to improve oxygen delivery to cells as well as breathing exercises to improve sports performance and recovery.

How to Set Up and Run A Successful Personal Trainer Business

by Robert Krazenavic

Time: 2:00 p.m. to 3:00 p.m., Room 2

Topics covered in this seminar:

- How the PT business has evolved over the past 15 years.
- Pros and Cons of working as a PT in a commercial club and becoming a freelance PT.
- How to set up your own PT business
- Organisation and tools to ensure the success of your PT business.

Proprioceptive Neuromuscular Facilitation (PNF) for Increase in Range of Motion

by Vibin Annikal – Yoga Ashram

Time: 2:00 p.m. to 3:00 p.m., Room 3

PNF stretching is an advanced form of flexibility training. It involves the contraction and stretching of muscles. The technique was first used in clinical rehabilitation. It spread into mainstream gyms because of its perceived effectiveness in increasing flexibility.

The first 15 minutes of this session will cover the theory of PNF and how it can help with stretching, relaxation and muscle memory, thereby increasing range of motion for your clients.

Followed by 45 minutes of practical where participants will be paired up assisting one another with the deep stretching.

Breaking the Rules of Exercise

by Ross Gilmour

Time: 3:15 p.m. – 4:15 p.m., Room 1

Much of the way exercise is taught or delivered is based on a superficial understanding of how the body works. Popular sound bites and out-dated tradition lead to generic exercise prescriptions and program design, which may be ineffective at best and at worst, cause harm. In reality, if we do not understand the forces we are applying through our client's bodies, we cannot call ourselves "exercise professionals".

This presentation provides an introduction to exercise mechanics by exploring many of "The Rules" we've been told to follow and how we might start to open our minds by looking at resistance training through a deeper more critical lens, ultimately achieving improved client outcomes.

Biotensegrity & Fascia in Motion - Bringing 21st Century Anatomy & Physiology to the Middle East

by Paul Thornley

Time: 4:30 p.m. to 5:30 p.m., Room 1

The world of Biomechanics, anatomy & physiology is going through a paradigm shift, so it's vitally important to ensure that your knowledge in this area is current and up to date.

The role of Trainer and Movement specialist is one of great pride. We are privileged to have daily opportunities to influence the lives of so many people, so with this opportunity comes responsibility on our part to maintain the very highest levels of integrity & knowledge about our subject matter.

In Paul's presentation You'll get an insight into why we're moving away from the traditional Biomechanical approach and increasingly moving to the more modern understanding of anatomy which is reflected in the Biotensegrity & Fascia explanation of true human physiology.

It's through these new concepts you'll be able to apply better strategies to training & pre/rehabilitation methods whether that be for general populations or athletic performance.

MEFitPro

Time: (TBA)

(WAITING FOR DESCRIPTION)

Day 2 | 27th of May, THURSDAY

Getting the Bottom of Training Glutes for Optimal Movement and Strength

by Dan Duran – ISSA (USA)

Time: 1:00 p.m. to 4:00 p.m., Room 3

The glutes are foundational muscles that control balance, stability, and the movement of the lower extremities. Unfortunately, they are often overlooked in exercise programming for clients of all ages and goals. If they are addressed, movement is often ineffective. What's missing? Deactivation and activation strategies that address dysfunctional movement patterns and improve neuromuscular coordination. Learn what to do before strength training for more effective glute activation.

Objectives

- Understand the importance of the glute musculature in human balance and movement.
- Understand the most common glute and hip dysfunctions that impair glute muscle activation.
- Practically apply techniques for deactivation and activation of glute and hip musculature to promote optimal muscle action.

Understanding the Squat

by Daniel Edwards – Desert Barbell

Time: 2:00 p.m. to 3:00 p.m., Room 1

Ask yourself this; in a year from now do you want to be stronger or weaker than you are right now? Of-course you want to be stronger, and so do your clients. Technique is the vehicle for progression and as coaches/fitness professionals we need to understand how to coach the squat with the strongest, safest, most efficient technique possible (yes, they are all the same thing).

The following presentation will discuss:

- The “universal truths” of squatting
- The “individual differences” between clients
- How to effectively cue the squat based on the “universal truths”

Osteoporosis and Fractures - What can we do to prevent them?

by Patrick Hedqvist – Head Coach and Co-Founder of Desert Barbell

Time: 3:15 p.m. to 4:15 p.m., Room 2

The incidence of osteoporosis related fractures has increased considerably in recent years, especially in industrial countries. It is important to try and prevent, or at least minimize the effects of, osteoporosis. Current preventative interventions are focusing on a number of avoidable risk factors, where one of them being a lack of physical activity, which is a vital ingredient for reinforcing and maintaining healthy bone tissue.

The effects of physical activity on the bone tissue are most noticeable when the activity is of a weight-bearing nature, and that’s where strength and weight training come in. In addition to the effects on the skeleton, weight bearing exercises will have a positive effect on fitness, muscle strength and coordination and this in turn leads to a reduced risk of fractures and an improved quality of life. The purpose of the physical activity carried out by individuals with osteoporosis is not just to affect the bone tissue, as important is the prevention of falls and subsequent fractures.

So now, what can you as a PT or strength coach do for these clients and, more importantly, who are these clients because it is hard to know before a fracture already is a fact.