



DUBAI ACTIVE
INDUSTRY

SUMMIT SERIES AGENDA

2 0 2 2

28-30 OCTOBER 2022
DUBAI WORLD TRADE CENTRE

Headline Summit Sponsor

ActiveIQ

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F/B
MIDDLE EAST
FITNESS BUSINESS
SUMMIT

STARTUP
TALKS

F//
FUTURE WELLNESS
SUMMIT

UAE
EXERCISE
PROFESSIONALS
SUMMIT

Introduction

Welcome to the third edition of Dubai Active Industry.

Dubai Active Industry is proud to present 3-days of impactful discussions, networking, and keynotes that's tailored to support both striving and emerging fitness and wellness ecosystem industry players.

Providing you with quality content and education, Dubai Active Industry presents to you again the Middle East Fitness Business Summit, Startup Talks, The Exercise Professional Summit, Future Wellness Summit, and for the first time – the Women in Fitness Roundtable.

Taking place from October 28th – 30th, Dubai Active Industry conferences will not only keep you updated with the latest strategies in the business, but also gives you a seat in the largest fitness and wellness community.

All the agendas in this document are subject to change due to unforeseen circumstances.





DUBAI ACTIVE
INDUSTRY

4
Halls

30,000
Visits

300+
Brands

110+
Global speakers

30+
Countries represented

Featuring management from

CORE
HEALTH & FITNESS

LACERTOSUS

EVER SPARKING

MATRIX

OLIVEX

ARMAN
ارمان

REP
LIFE

DUDI

Conference participants are:



Active iQ

UK'S LEADING AWARDING ORGANISATION FOR THE HEALTH AND FITNESS SECTOR

As the UK's leading Awarding Organisation for the physical activity sector, we at Active IQ are driven to provide our approved centres and their learners with the highest quality qualifications, resources and services.

40K
FITNESS
PROFESSIONALS
QUALIFIED EVERY YEAR

500+
CENTRES
WORLDWIDE

**OVER
100**
QUALIFICATIONS
FROM LEVEL 1-5



INTERNATIONAL QUALIFICATIONS

Our programmes of study are exclusively
available for international delivery.



#Beginwithbetter

Find out more at:
www.activeiq.co.uk

Summit Series Speaker Lineup



George Flooks
CEO
Fitness First Middle East and
North Africa



Jenny Patrickson
Managing Director
Active IQ



Dave Wright
Creator and CEO
Myzone



Susan Turner
CEO
Ektimal-PureGym



Keith Rumjahn
Founder and CEO
OliveX



Fahad Alhagbani
Co-Founder and CEO
Armah Sports Company



Mohammed Ameer Said
CEO
Zoya Wellbeing Centre



Chris Hail
Founder
MindForce DXB



Nargis Raza
Managing Partner
Osteopathic Health Centre



Andrew Stotter-Brooks
Vice President Learning
& Development
Etihad Aviation Group



Sumesh Gopal,
Director of Well-Being,
The Retreat Palm Dubai
MGallery by Sofitel



Justin Musgrove
CEO
CORE Social Wellness Club



Fares Ghandour
Founder, Tuhoon, Partner,
Wamda



Elliot L. Denham
Technology Eco-System
Assistant Manager
Dubai Silicon Oasis, DTEC



Kate Milewska
Group Head of Central
Operations & Digital
Strategy
Fitness First, UAE



Anwar Shaikh
General Manager
Ultrahuman



Hasan Wehbi
Founder
Dudi



Gulneet Chadna
Head of Mental Health
& Wellness
Gargash Hospital



MIDDLE EAST
FITNESS BUSINESS
SUMMIT

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28-30 OCTOBER 2022
DUBAI WORLD TRADE CENTRE





MIDDLE EAST FITNESS BUSINESS SUMMIT

Navigating strategically towards the future of fitness, businesses fuel up for what's to come – intense competition. The fitness ecosystem in the Middle East is getting stronger as players collaborate and dominate. From being an investor, or owning a multi-million worth club brand, to retail and products - the ecosystem is big enough for all. Consumer demands are evolving, choices are rapidly growing, and accessibility is high. This not only opens new opportunities for empire owners but welcomes new players into the industry, increasing market competitiveness!

Providing you with multiple panel discussions, case studies, keynote features and 4 workshops, the 3 days Summit welcomes the fitness business community, including Founders, CEOs, CMOs, Chief Innovators, trend-setters, movers, and shakers to attend and grow your business.



Key Takeaways.



Stay competitive and hold your leading position in the fitness ecosystem



Diversify and expand your database and connect with new consumers



Understanding Web3 and take the lead in building your community through the Metaverse and NFT



Develop on 3 crucial disciplines and conquer: Market Penetration, Marketing & Branding and Digitalization

Who Will Be There.

Founders and C-levels, Head of Operations, Head of Marketing, Group Heads of:

- Club Operators
- Group Holding companies
- Real Estate Developers
- Town planners
- Investors
- Fitness Suppliers

Day 1 Agenda

Fri, 28 OCT 2022

Key Topics featuring during the 3 days summit are:

- Market Domination with Growth Strategy Formula
- Diversifying Strategies and Consumer Retention
- Talent Management and Cultivation
- Marketing and Branding Excellence
- New Investment Portfolios and Opportunities
- Digitisation and Customer Journey Touch points

And more!

10:30

Chaired by: **Gavin Baxter**, Head of Business Development, **ActiveIQ**, UK

Diversifying and Retaining Consumers: Culture, Education, Returns

There is no one solution for all. This session explores the strategy to diversify target markets across the Middle East and facilitating to different cultures, age groups and lifestyles. This session will help you see if diversifying is your way to go, focusing on demand and supply, education and much more. Exploring all fitness sectors from muscle training, sports and wellness, this session is relevant for all to attend.

Speakers:

Glen Stollery, CEO IMEA, **Les Mills International**, UAE
Gareth Jones, Chief Operating Officer, **WellFit**, UAE
Omar El Ghazali, Founder and CEO, **LA7**, Egypt
Justin Musgrove, CEO, **CORE Social Wellness Club**, KSA
Michele Moro, Emirates Managing Director, **TechnoGym**, UAE

Moderated by: **Jenny Patrickson**, Managing Director, **Active IQ**, UK

11:15

The Data Difference: How to Generate New Revenues from Consumers, Employers & Beyond

Using real life insights, learn how analysing wellness data can open up new segments and revenue for your business

Speaker:

Anthony Phillips, Founder & CEO, **WellKom International**, UK

11:45

The Unseen Story Behind Building An Empire

Get close and hear the journey of founder and CEO of Middle East expanding fitness business chain. In this session, Fahad will share with you stories from behind the scenes of running a family business to expanding beyond the regions. Sharing with you both gains and losses all business gurus can reflect on, this session is a heartfelt one, and not to be missed.

Speaker:

Fahad Alhagbani, Co-Founder and CEO, **Armah Sports Company**, KSA

12:30

Going All In to Create An Ecosystem with Your Marketing: Multi-channel Marketing, Business Development, Strategic Partnership and Engagement/Awareness

Join this session to learn from the region's biggest fitness brands that has conquered both digitally and bricks and mortars with aggressive, yet strategic and cost-effective marketing strategies.

Speaker:

Abdullah Alaskari, Chief Development Officer, **UFC Gym Middle East**, Kuwait
Theodore Vetoulis, Chief Commercial Officer, **Wellfit**, UAE
Giles Dean, Co-Founder, **1Rebel**, UK
Gilbert Dougherty, Owner & Founder, **LIFT Gym**, UK
David Stalker, President, **EuropeActive**, CEO-EMEA, **Myzone**, UK

Moderated by:

Charlie Horton, Marketing and Sales Manager, **Fitness Marketing Agency**, UK

13:15

LUNCH NETWORKING

(Kindly proceed to the Buyers Lounge. This is only for Middle East Fitness Business Summit Delegates and Speakers)

14:15

The Talent Dialogue: Attracting the New and Retaining the Valuable to Optimise Excellence

Talent is one of the most important drivers for growth and in the Middle East, it is competitive and diversified. Join this session and learn how policy makers, associations and some of the largest sports and fitness companies help to ensure that the talents in the Middle East are nurtured and that there is a sustainable plan for growth.

Speakers:

George Flooks, CEO, **Fitness First Middle East and North Africa**, UAE
Susan Turner, CEO, **Ektimal-Puregym Middle East**, KSA
Jenny Patrickson, Managing Director, **Active IQ**, UK
Catherine Hanson Farid, Director of Operations, **REPs**, UAE
Anam Khalid, Co-founder and Chief People Officer, **Squatwolf**, UK

Moderated by:

Dan Duran, VP, International & Group Partnerships, **International Sports Sciences Association (ISSA)**, USA

15:00

5 Design Mistakes Gyms Make Globally

For consumer gain and retention, design plays a crucial part in ensuring the ultimate experience is being delivered. Every gym wants to be remembered and talked about. This session shares with you the 5 main mistakes made when design your gym.

Speaker

David Barton, Founder and CEO, **TMPL**, USA

15:45

The Hybrid Stigma – Is it Really Necessary?

For seamless end-to-end customer experience, technology has become inevitable to adopt. Nevertheless, is the Return of Investment health? From fitness app, smart wearables, CRMs and membership experience, this session discusses the different ways to champion digitalisation, improve the customer experience as well as remain true to the nature of fitness – human interaction.

Speakers:

Tarek Mounir, Founder and CEO, **Enhance Fitness**, UAE
Keith Rumjahn, Founder and CEO, **OliveX**, Hong Kong
Kevin Teixeira, Managing Director and Co-Founder, **The Warehouse Gym**, UAE
Sachin Jangel, Co-founder and CTO, **GOQii**, India
Ben Davis, Founder, **Fitness Marketing Agency**, UK

Moderated by:

Dave Wright, CEO, **Myzone**, UK
END OF DAY 1

See you tomorrow for the business workshops!

16:30

Day 2 Agenda

Sat, 29 OCT 2022

10.30 – 12:00 13.00 – 14:15 15.00 – 16:30

Developing A Fitness Business Plan That Works: Plan > Execute > Repeat

Join this applicable workshop and learn:

- How to complete your business canvas strong
- Prepare a sustainable budget forecast
- Have an overview of your business and feel more confident to execute

Loreana Acosta, Fitness Business Coach, **Fitvisory Lab**, UAE

Coached by George Flooks:

How Great Leaders Navigate Transformation by Thinking "Inside" The Box

Join this thought-provoking session and discuss:

- **Leadership styles and methodologies**
- How to navigate through change with existing assets and talents
- Forging ahead with a growth mindset
- Creating sustainable cultures that work

George Flooks, CEO, **Fitness First Middle East and North Africa**, UAE

How to Make The Best Of The Fitness Metaverse: Gamifying The Consumer Experience

Join this workshop and learn:

- To identify the ultimate objective for your business and understanding available tools
- How to create a 'gamified' experience with your consumers using Web3
- Methods to enhance sales, retain consumers and increase database with digital community building

Keith Rumjahn, CEO and Founder, **OliveX**, Hong Kong

Day 3 Agenda

Sun, 30 OCT 2022

10.30 – 12:00

How To Get More Clients and Members without Being "Salesy"

Join this practical workshop and learn:

- To avoid mistakes that 99% of fitness professionals are making
- How to effectively pitch and overcome objections without feeling awkward and close more sales
- Most effective sales system for your business for conversion
- Tactics to train your sales team
- Successfully proven sales scripts suited for your business

Charlie Horton, Marketing and Sales Manager, **Fitness Marketing Agency**, UK

Join the Middle East Fitness Business Summit Workshops and learn how to start a fitness business, be the business leader you want to be, excel in your marketing, and learn how to gamify with Web3 and the metaverse.

Your coaches are:



Loreana Acosta
Fitness Business Coach
Fitvisory Lab, UAE



George Flooks
CEO
Fitness First Middle East and North Africa



Charlie Horton
Marketing & Sales
Manager
Fitness Marketing Agency, UK



Keith Rumjahn
CEO & Founder
OliveX, Hong Kong



NEW

Women in Fitness Roundtable

30 Oct 2022 13:00-14:30 (GST)

Dubai Active Industry introduces the 1st Women in Fitness Roundtable. Inviting 10 women in fitness, who have made a mark in the industry in sports, fitness and business to discuss challenges and opportunities for women in fitness and ultimately, explore next call for action as one united community.

The roundtable is open for all to attend

Attending are:

- **Shadan Al Sagri**, Deputy COO, **Leejam Sports**, KSA
 - **Helena Hijazi**, Founder and CEO, **FitNGlam**, UAE
 - **Ivana Sergic**, Head of Ladies Fitness, **Fitness First**, UAE
 - **Dalal AlRowaished**, Certified Athletic Trainer, **Kuwait Football Association**, Kuwait
 - **Dana Al Khobaizi**, Founder, **SOM-Active**, Kuwait
 - **Catherine Hanson Farid**, Director, **REPS**, UAE
- Moderated by: **Monica Malhotra**, Founder & Editor in Chief, **The Gaggler**, UAE

STARTUP
CHALLENGE



STARTUP
TALKS



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DRAPER-ALADDIN
STARTUP
CHALLENGE



28-30 OCTOBER 2022 DUBAI WORLD TRADE CENTRE

Dubai Active Industry welcomes you to 2022 Start-up Talk, orchestrated to empower the fitness ecosystem with the latest conversations in fitness start-up and technology.

It's reported that the global tech-health market value is expected to be at USD 220.94bill by 2026, and we look forward to forging ahead!

Featuring exciting dialogues, discussion, and highlights by the region's gurus in both technology and fitness, the Start-up Talk will answer your most trivial questions on market penetration, intellectual property, Web3 and more! Get ready to be updated on the latest technologies of wearables, AI personal trainers' applications and discussions on blockchain, bigdata, Metaverse and other innovations that has now become an integrated part of the holistic health and fitness lifestyle.

The 1-day much awaited talk will get you set for 2023. Save your seat now!

Why you should attend:

- Partake in engaging conversation to shape the future of fitness
- Adopt the latest innovation in the market and lead the industry
- Expand portfolios with new businesses and opportunity
- Showcase your start-up to industry stakeholders

Who will be there:

- Fitness Technology innovators and fitness/wellness entrepreneurs
- Gym owners and founders
- Healthcare centres and facilities
- Middle East and Global Health VCs, incubators, and funders
- Research analysts and market forecasters
- Data health policy makers and regulators

Plus much more!

Chaired by: Emile Zarife, Founder, Anasharqi.Com

Agenda

Fri, 28 OCT 2022

11:00 .. 11:30 ..

Digital Transformation: Turning the Buzzword Into Reality

Case study on how Fitness First MENA adapted digital solutions to transform the customer experience and invite global audience to participate.

Kate Milewska, Group Head of Central Operations and Digital Strategy, **Fitness First**, UAE

Survive + Grow: Adapting to Excel

Featuring companies who champion the creation of seamless digital experiences through innovative and technological advances. This session shares both wins and mistakes that all can learn from that can impact your consumers, members and employees. It also shares how important it is to have a disruptor mindset and 'think outside the box' approach if you truly want to setup for success.

Speakers:

Alberto Pardo, Founder, **Fitlov**, UAE

Mark Alexander, Business Development Director, **Les Mills Middle East, India and Africa**, UAE

Sophia Khoury, Founder and Director for Social Media, **C&S Active**, UAE

Fares Ghandour, Founder and CEO, **Tuhoon**, Partner, **Wamda**, UAE

Moderated by: **Bojan Cvijanovic**, CEO, **AB Health and Fitness Consulting**, KSA

12:15 ..

How Web3 is Changing the Face of Fitness and Wellness in the Middle East

Retention, retention, retention! All businesses know that to retain is more cost effective than to find new clients. This session explains why Web3 and the Metaverse is important for the fitness and wellness community.

Sachin Janghel, Co-founder and CEO, **GoQii**, India

Keith Rumjahn, Founder and CEO, **OliveX**, Hong Kong

Dr. Sajeer Nair, Founder, **Limoverse**, UAE

Moderated by: **Dave Wright**, CEO, **Myzone**, UK

1300 – 1400 Break

14:00 ..

Scaling, Raising Funds, Building Trust and Conquering in Fitness and Wellness Through Programmes and Relationship Building

Raising funds is only one part of the process. The relationship between start-up founders and investor is quoted to be as "Their fates are now inextricably entwined". Partnerships is key and is one of the most important methods in growth. This session is a not to be missed panel, sharing insights to relationship building, trust and delivery.

Elliott L. Denham, Technology Eco-System Assistant Manager, **Dubai Silicon Oasis**, **DTEC**, UAE

Alaa Ismail, Founder & CEO, **AladdinB2B Inc.**, **Draper-Aladdin Startup Competition**, UAE

Vaibhav Kashyap, Co-Founder, **WellX**, UAE

Tarek Mounir, Founder and CEO, **Enhance Fitness**, UAE

Moderated by: **Loreana Acosta**, Fitness Business Consultant, **Fitvisory Lab**, UAE

14:30 ..

Penetrating Saudi Arabia: Business Data all Startups Should Know About Saudi Arabia

Join this session and get the latest insights on Saudi Arabia fitness and wellness industry ready for your startup. This presentation will be data based by a collection of information by seasoned startup mentor.

Bojan Cvijanovic, CEO, **AB Health and Fitness Consulting**, KSA

15:00 ..

Innovation And Sustainability Are Meaningless

This session essentially highlights how easily brands use the words "innovation" and "sustainability" when in reality they are doing very little. This session will illustrate examples of the impact real innovation and sustainability can have.

Rob Warner, Chief Innovation Officer, **Squatwolf**, UK

15:30 ..

Evolution of 'FitWell' Startups and Innovation

A panel showcasing some of the FitWells startups facilitating to the needs of fitness and wellness community for active wears, tech-wearables, home fitness and the 24/7 digital assistance.

Anwar Shaikh, General Manager, **Ultrahuman**, UAE

Hasan Wehbi, Founder, **Dudi**, UAE

Bassam H.ARAYS, Head of Business, **Allup**, UAE

Moderated by: **Mary Kristine**, Founder, **Be That Life**, UAE

16:15 - End of day



30 Oct 2022

15:00 - 17:00 (GST)

The Draper-Aladdin Startup Challenge returns, inviting startups across the Middle East to submit their pitch and gain up to USD500,000 of investment! 10 startups will be selected to pitch at Dubai Active Industry.

All attendees can watch the pitches live!

Contact us at: info@dubaiactiveshow.com to register.





**FUTURE WELLNESS
SUMMIT**

28 October 2022



FUTURE WELLNESS SUMMIT

The **Future of Wellness** returns at Dubai Active Industry 2022! From discussions on trends in wellness, tourism, and experience to creating an exceptional wellness programs for corporations, the 1-day summit will provide all wellness professionals a clearer understanding of what lies in the Future of Wellness in the Middle East, and how as one industry can help boost its growth.

Inviting Wellness Directors, Head of HR and Employee Wellbeing, Personal Trainers, Wellness Coaches and Healthcare Professionals, the Future Wellness Summit will be its best yet.

Why Attend:

- Join the region's wellness community and share your insights
- Know the latest trends and outlook in wellness
- Seal partnerships with potential industry players

Who will be there:

- C-levels of Wellness Centres
- Group Heads of Employee Wellness and Wellbeing
- HR and People Management
- Spa Directors and Head of Wellness
- Wellness Coaches and Trainers
- Wellness Entrepreneurs and Business Owners

11:00	Chaired by James McPherson , Commercial Director, ActiveIQ , UK	<h1>Agenda</h1> <p>Fri, 28 OCT 2022</p>
11:30	How Wellness was 42 years Ago in the GCC and What Wellness is Now Showcasing the history of wellness the Middle East, this session shares the evolution of wellness over the years by renowned Nargis Raza. Nargis Raza , Exercise Physiologist and Transpersonal Psychologist, Proprietor and Managing Partner, Osteopathic Health Centre , UAE.	
	Wellness Destinations and Going Above and Beyond Featuring C-level from Middle East top resorts and head of wellness, this session discusses business in wellness tourism, market demands, recruitment and more. Christelle Besnier , Senior Spa Director MEA, Four Seasons Hotels and Resort , UAE Sumesh Gopal , Director of Well-Being, The Retreat Palm Dubai MGallery by Sofitel , UAE Mohammed Ameer Said , Founder, Zoya Wellbeing Centre , UAE Moderator: Angela Pernsteiner , Founder & Owner, Founder & Owner, BEYOND RESILIENCE Nutricosmetics , Austria	
12:15	Preventive Care, Alternative Medicine, and the Future of Wellness Discussing both traditional and modern methods in wellness, this session aims to define what the future of wellness is that includes oxygen therapy, anti-ageing healthcare and more. Vishal Gondal , Founder & CEO, GOQii , India Rainer Bolsinger , CSO & CMO, Art of Cryo , Germany Khalifa Seymens , Partner & General Manager, Medica IQ – Pharmacyna , UAE Salam Bustami , Head of Strategy, Fisio - Recovery & Wellness , UAE Angela Pernsteiner , Founder & Owner, Founder & Owner, BEYOND RESILIENCE Nutricosmetics , Austria Moderated by: Kate Padget-Koh , Sourcing Consultant, Squatwolf , UAE	
	1315 – 1400 Break	
14:00	Dialogue: Mental Health and the Wellness Movement Across Middle East <i>A much awaited session discussing multiple school of thoughts of Mental Health, from natural healing to medicinal solutions. This session will share what are the latest discussions in mental health, wellbeing that includes topics on anxiety, increasing level of depression and more.</i> Chris Haill , Founder, MindForce , UAE Fares Ghandour , Founder, Tuhoon , UAE Joseph El-Khoury , Chief of Psychiatry and Behavioral Health, American Hospital , UAE James McPherson , Commercial Director, ActiveIQ , UK Dr. Balu Pitchiah , Medical Director, Emotional Wellness Clinic - The Retreat Palm Dubai MGallery by Sofitel , UAE Moderated by: Gulneet Chadha , Head of Mental Health & Wellness, Gargash Hospital , UAE	
15:00	Re-defining Experience by Integrating Fitness Best Practice with Wellness This session will present on lessons learnt in fitness business that will elevate your wellness business. Likewise it will also share on being unique, finding your USP, and executing it well and clearly as well as bringing together the best from fitness and wellness into one elite global facility Justin Musgrove , CEO, CORE Social Wellness Club , KSA	
15:30	Corporate Wellness + Fitness and Designing an Impactful Programme for Various Corporate Cultures It is no surprise that companies across the region are looking at ways to retain talent and wellness and fitness programmes is a big win. This session will discuss what large corporates look for when identifying the best wellness programme for their employees. Andrew Stotter-Brooks , Vice President Learning & Development, Etihad Aviation Group , UAE Guillaume Mariolle , CEO & Co Founder, Ignite , UAE Dr. Farah Ahmed , Founder and Clinical Lead, Noor Corporate Health , UAE Dr Dan Owens , PhD - Lead in Strategy, Research & Development, The Edge HPL , UK Mark Maycroft , Founder and CEO, Soken , UAE Moderated by: Hanin Imran , Corporate Wellness Consultant & Yoga & Wellness Coach, Hanin Imran , UAE	
	16:30 Boost Employee Engagement, Retention and Overall Wellness Launch of a new Certificate in Personal Performance of Wellness Management By Anthony Phillips , Founder and CEO, WellKom International	
	16:40 End of Summit	





UAE EXERCISE PROFESSIONALS SUMMIT

Welcome back to the Exercise Professional Summit! Here are 2 days of interactive theory sessions, delivered by some of the global leaders and the region's biggest names in fitness education. **Attend and gain up to 11 REPs CPD points.**

Who should attend:

Personal Trainers, Group Fitness, Yoga and Pilates instructors

2022 Speakers include:



Dan Duran
'Good Stress and Bad Stress: you need both to make your lifespan your play plan'



Hannes Loubser
'Lower Back Fix'



Danny Bartlett
'Going Long- Endurance Training'



Anthony J. Wall, M.S.
'Increase revenue: Small Group Training and Leveraging the Power of Groups and Group Cohesion'



Carlos Castro
'Structural assessment'



Mark Coles
'The 5 Pillars of Fitness Business Success'

AND MORE!

Day 1 29 OCT 2022

10:30 - 11:30

Lower Back Fix

This session will show you how to effectively modify typical gym based exercises to rid your clients from lower back, hip and spinal issues.

Hannes Loubser, Iconic Fitness

11:45 - 12:45

The 5 pillars of Fitness Business Success

In this presentation, Mark looks at 5 areas that if addressed and committed to, will help every coach to catapult their fitness business forward.

Mark Coles, M10 Coaching

13:00 - 14:00

Good Stress and Bad Stress: You Need Both to Make your Lifespan your Playspan

Let's take a deeper dive into daily hacks we can apply to not just live and move better, but do it longer.

Dan Duran, ISSA

14:15 - 15:15

How to Increase Your Revenue: Small Group Training and Leveraging the Power of Groups and Group Cohesion

This session allows you to leverage ACE's Integrated Fitness Training™ (IFT™) Model within small group programming, helping you to create customized experiences to keep your customers coming back for more.

Anthony J. Wall, Ace Fitness

15:30 - 16:30

Training Clients with Neurological conditions (Parkinsons, MS and stroke recovery)

At the end of this workshop, you will get a scientific, evidence-based understanding of what goes on in each of these conditions.

Heba Abdel Gawad,, Body Hack

16:45 - 17:45

Scars and Adhesions and Their Influence on Movement

Learning for those who are skilled in myofascial release work, we will review how to utilise your palpation techniques & understand the use of foam rollers & trigger points balls on scar tissue.

Paul Thornley, The Body Pt. Ed

Day 2 30 OCT 2022

Agenda

10:30 - 11:30

Recognising and Supporting Disordered Eating with Clients

In this workshop we will cover the most common eating disorders and how they affect exercise and training.

Rose O-Donovan, BodyHack

11:45 - 12:45

Structural Assessment

After this session you'll understand the principles behind Structural Assessment and how to apply the concept on regular clients and athletes.

Carlos Castro, Strength Community

13:00 - 14:00

Periodisation and Advanced Programming

This session will give you insights on how to excel in yperformance analysis of the activity of the client as well as how to evaluate periodised performance-related strength and conditioning programmes.

Gladys Diab, Fitness First Academy

14:15 - 15:15

Endurance - In the body, Soul and Spirit

In this session we will explore the physical and mental benefits and challenges of this type of training and how to incorporate it into our wellness routines.

Danny Bartlett. ISSA/Liftdex

15:30 - 16:30






The Power of Meditation to Improve Performance and Fat Loss

You will leave the session with practical experience that you can start implementing immediately and an understanding of why it can help you become a better trainer and help your clients achieve their long-term fat loss and performance goals.

Matt Marney, Wellness Education Dubai

SUMMIT SERIES 2022

Plan your day.

Conference agenda summary			
	28 Oct	29 Oct	30 Oct
	10:30-16:15 Main summit Location: Main Summit Hall	10:30-12:00 Workshop: Developing a Fitness Business Plan That Works Location: Innovation Stage 13:00-14:30 Workshop: Coached by George Flocks on Leadership Location: Innovation Stage 15:30-17:00 Workshop: Creating a Solid Plan For Conversation and Retention Location: Innovation Stage	10:30-12:00 Workshop: How to make the best of The Fitness Metaverse: Gamifying The Consumer Experience Location: Innovation Stage
	11:00-16:00 Main summit Location: Wellness Stage	-	-
	11:00-16:30 Main talks Location: Innovation Stage	-	-
	-	-	15:30-17:00 Challenge commence Location: Innovation stage
Women's in Fitness Roundtable	-	-	13:00-14:30 Roundtable commence Location: Innovation stage
	-	10:30-17:45 Day 1 Theory Location: Main Summit Hall	10:30-16:30 Day 2 Theory Location: Main Summit Hall

Thank you and see you at



DUBAI ACTIVE
INDUSTRY

Contact Nina Nasir for further enquiries at

nina.nasir@hbg-events.com or +971 54 394 9018

28-30 OCTOBER 2022 DUBAI WORLD TRADE CENTRE

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