

Fitness Agenda

Here's an example of what BOLD can look like for your fitness business. Choose from our variety of wellness classes and breakout sessions to make BOLD your own.

See the full conference agenda [here](#).

TUESDAY, AUGUST 13

- 4:00 PM – 5:00 PM **Fitness Marketing Funnels Made Easy**
Vito La Fata | Owner, Fitness Profit Systems
Funnels are essential to automating your business. When you consistently create quality leads, warm up your relationships, and make passive sales, your free time and revenue increase. Learn how to build a winning funnel with this step-by-step formula.
- 5:30 PM – 6:30 PM **Champion Workout with the Chosen One**
Tyron Woodley | Co-founder and Owner, ATT Evolution
Spend an hour training with the Chosen One, Tyron Woodley. In this total-body workout, Woodley incorporates martial arts techniques to deliver a high-energy cardio routine that tones, strengthens, and defines the body on multiple movement planes.
- 6:30 PM – 7:35 PM **Welcome Mixer**
Stop by our mixer to mingle and get to know fellow attendees.

WEDNESDAY, AUGUST 14

- 7:00 AM – 7:45 AM **The 12's Signature "EXPLODE" Workout**
Tricia Buck | Director of Training, The 12 and Matt Gencarella | Director of Trainer Development, The 12
Speed, agility, and power take center stage in this 12-signature workout. Through the use of explosive movements, you can harness athleticism and strength—and accelerate the "EPOC" (or afterburn) effect.
- 8:15 AM – 8:30 AM **Conference Kickoff: Rick Stollmeyer, MINDBODY CEO**
- 8:30 AM – 9:30 AM **Keynote Speaker**
More information on our keynote speakers coming soon—stay tuned!

BOLD

THE MINDBODY CONFERENCE

9:30 AM – 10:00 AM

Expo Hall and MINDBODY Experience Lounge Open

Get to know our partners and discover how they can add even more power to your business. Then, visit with MINDBODY team members to explore the latest product and feature updates. One-on-one tech support consultations are also available.

10:00 AM – 11:00 AM

State of the Industry: MINDBODY Data Insights

Data is critical for understanding the health of your business, and it often tells a bigger story about the health of the industry. Join us for exclusive insights and trends we see throughout the wellness industry, including consumers trends and city-specific data in America.

11:00 AM – 1:00 PM

Break and Expo Hall

11:30 AM – 12:15 PM

Wellness Classes - Burn Bootcamp

1:00 PM – 2:00 PM

The Physiology of Commitment

Christina Harbridge | Founder and misChief Executive Officer, Allegory Inc.

There's a distinct difference in a person being committed versus being compliant. In this highly interactive practical session, learn how to talk the way people physiologically and emotionally listen. Gaining commitment is not a lot of words, it's the ability to accelerate feelings and biochemistry with brevity.

2:15 PM – 3:15 PM

Leaving the Pit and Leading a Better Tomorrow

Josh Boyd | Founder and CEO, The 12

Being a leader can come with many unexpected pitfalls. We'll explore ways to recognize and manage the emotions surrounding these times and how to move through them. Learn how to communicate to your team about hardships and propel your company forward with a renewed sense of unity.

3:30 PM – 4:30 PM

The Digital Fitness Blueprint: Launching Online Courses, Membership Sites, Events, and Retreats

Vito La Fata | Owner, Fitness Profit Systems

Scale your message and reach more people outside your business. Learn how you can take your expertise and turn it into online courses, membership sites, and immersion experiences and retreats . Tap your creativity, build a new revenue model, and inspire a movement out of the change you create!

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8:00 PM – 11:00 PM

BOLD Bash

Unwind and celebrate BOLD 2019 with live music, food, drinks, and dancing at the House of Blues, Anaheim.

THURSDAY, AUGUST 15

7:00 AM – 7:45 AM

Get Fit with Giddy

Gideon Akande | Fitness and Wellness Coach, Gideon Akande, P.C.

Join fitness expert Gideon Akande, winner of the national 2015 Men's Health Next Top Trainer competition, for a fun and invigorating boot camp. Challenge yourself in a safe and supportive environment, learn new techniques, and take away great exercise ideas. You'll leave this class exhilarated and inspired. All ages and levels welcome.

8:00 AM – 4:30 PM

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8:30 AM – 9:30 AM

Connect Your Community: The Key to Retention and Acquisition

Nt Etuk | Founder and CEO, FitGrid

Fitness is a people business. In this session, we'll cover the mindset and techniques you need to embed "connection" as a core part of your business. We'll also explore how to measure the impact of your efforts, and analyze best practices from some of the companies that do this best.

9:45 AM – 10:45 AM

Growth Anchored in Authenticity: Experiential, Influencer, and Content Marketing

Tara Clever | Head of Marketing, Territory Foods

As we move into the digital space, there's an increasing demand for meaningful connection. Learn how to better connect with customers through experiential and content marketing, influencer strategies, and curating customer experience—strategies designed to keep the customers you love, and find more just like them.

11:00 AM – 12:00 PM

Stop Chasing Clients, Get Them to Come to You Instead

Lisa Simone Richards | PR and Visibility Strategist, Lisa Simone Richards, Inc.

How do fitness professionals stand out and attract their ideal client in a highly saturated industry? Learn how to easily fill your programs and build a waitlist of clients without spending big bucks on marketing and advertising. Don't be just another fitness brand—be THE fitness brand.

12:00 PM – 2:00 PM

Break and Expo Hall Open

12:30 PM – 1:15 PM

Mindful Capoeira

Michael Goldstein | Capoeira Master, Afro Brazil Arts & NY Mindful Capoeira Center

Experience the mindful approach to the Afro Brazil Art of Self-Defense hidden in dance. Capoeira is a blend of dance, self-defense, and acrobatics to the rhythm of traditional instruments and Portuguese songs. Learn to channel your power with moves like "ginga," "aú," and "rolé."

2:00 PM – 3:00 PM

MINDBODY Product News

Hear the latest product and feature news from MINDBODY, and get a sneak peek at what's coming.

3:00 PM – 4:15 PM

Keynote Speaker: Rachel Hollis

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4:45 PM – 5:30 PM

Leadership Panel Discussion

Hear from some of the industry leaders who've seen success in boutique fitness and wellness as they share their experiences and answer your questions.

Love what you see?

[Sign up today](#)