

Wellness and Integrative Health Agenda

Here's an example of what BOLD can look like for your wellness or integrative health 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

- 3:00 PM – 7:30 PM **Registration and Expo Hall Open**
Beat the crowds and check in a day early, then explore the Expo Hall
- 4:00 PM – 5:00 PM **Speed Networking**
Meet fellow BOLD attendees in a quick and fun speed networking session. Don't forget business cards!
- 5:30 PM – 6:30 PM **ELDOA Spinal Fitness**
Bryce Turner | Owner, Beach Fitness
ELDOAs are postural exercises designed to create space within the spine. These exercises will improve posture, decompress the back, and reduce pain. Developed by French osteopath, Guy Voyer, D.O., ELDOA is a French acronym that translates to: Longitudinal Osteo Articular Decoaptation Stretches.
- 6:30 PM – 7:30 PM **Welcome Mixer**
Stop by our mixer to mingle and get to know fellow attendees.

WEDNESDAY, AUGUST 14

- 6:30 AM – 9:30 AM **Registration Open**
- 7:00 AM – 7:45 AM **Brave Breathwork**
Mija Speakman | Owner, Mijas Malas
This 60-minute class is designed to bring forth mindfulness and deepen our connection to ourselves. We'll start with a sun salutation to warm the body, then settle into a dynamic breath practice that encourages you to step into your full self. The pranayama practice will last around 30 minutes. You'll leave feeling energized, clear, and grounded.
- 8:15 AM – 8:30 AM **Conference Kickoff: Rick Stollmeyer, MINDBODY CEO**

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- 8:30 AM – 9:30 AM **Keynote Speaker**
More information on our keynote speakers coming soon—stay tuned!
- 10:00 AM – 11:00 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 **Psoas Release for Anxiety Relief**
Janie Larmour | Owner, The Centre of Yoga
Release your psoas muscle group with the combined ancient Chinese medicine and modern exercise science techniques of Zen Ki Yoga®. Come to this session to lengthen, strengthen, and build a connection with your deep core muscles—and learn how to control and eliminate anxiety and stress.
- 1:00 PM – 2:00 PM **Corporate Wellness: Defined, Designed, and Delivered**
Moderated by Erin Holohan | Director of Wellness, MINDBODY
Walking meetings, onsite massages, company challenges—a reported 73% of employers provide some form of wellness offering, and the business case has never been better. In this moderated Q&A, current MINDBODY customers will discuss the design, marketing, and delivery of an impactful corporate wellness solution.
- 2:15 PM – 3:15 PM **Simple Social Media Strategies to Attract New Clients**
Anna Renderer | Host, Popsugar Fitness
Nearly 80% of clubs and studios neglect their social media, or simply do it wrong. Get simple social media strategies to save you time and money while growing your community—all without having to hire a social media consultant!

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3:30 PM – 4:30 PM

How to Win Growth Marketing with Google's Automated Solutions

Katheline Jean-Pierre | Senior Group Manager, Google

Google has automated 94% of its ads to help you scale your business and bring in more money. Learn the details and scope of executing the best ad strategy for your growth.

4:30 PM – 6:00 PM

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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

6:30 AM – 9:30 AM

Registration Open

7:00 AM – 7:45 AM

AwakenAWE

Diana Paschal | Owner, Diana Paschal Yoga

Warm up your body in a vinyasa flow, then move into rhythmic dance and easy restorative postures to ease the body. You'll stay present to what's in your heart in a guided journaling to inspire gratitude and clarity on our path. In closing, the class will share chanting, meditation, and connection.

8:00 AM – 4:30 PM

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8:30 AM – 9:30 AM

Revolution of the Soul

Seane Corn | International Yoga Instructor & Activist

Inspired by Seane's new book, "Revolution of the Soul," this class will explore the spiritual tools for individual transformation that can lead to collective liberation, including discussion, asana practice, meditation and reflection.

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

Diversity and Inclusion Panel

Moderator and Panelists | To Be Announced

Some of the inspiring people leading the way in diversity and inclusion will share their experiences, advice, and answer your questions.

12:00 PM – 2:00 PM

Break and Expo Hall Open

12:30 PM – 1:15 PM

Detox Flow

Seane Corn | International Yoga Instructor & Activist

This unique and challenging class explores how making conscious and responsible choices can purify our bodies and minds for optimal health. We'll cleanse the vital organs through a special vinyasa sequence using compression, decompression and twists. This class includes sun-salutes A and B, a detox standing pose sequence, breathing exercises and meditation.

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.

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3:00 PM – 4:15 PM

Keynote Speaker: Rachel Hollis

4:15 PM – 4:45 PM

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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](#)