

SCW
MANIA[®]
Fitness Pro Conventions



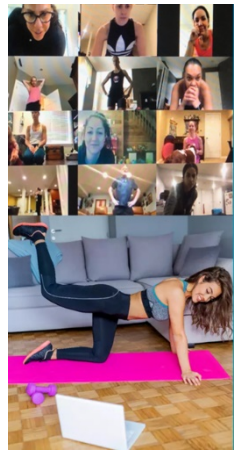
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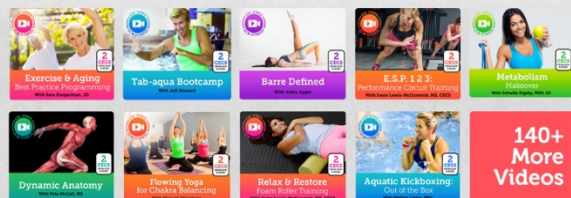
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- ACTIVE AGING
- ACTIVE AGING NUTRITION
- AQUA BARRE
- AQUATIC EXERCISE
- BARRE
- BOXING
- CORE TRAINING
- FLOWING YOGA
- FOAM ROLLING
- FUNCTIONAL FLEXIBILITY
- FUNCTIONAL PILATES
- GROUP EXERCISE
- GROUP FITNESS DIRECTOR/STUDIO OWNER
- GROUP STEP
- GROUP STRENGTH
- HIIT
- KETTLEBELL
- KIDS IN MOTION
- LIFESTYLE & BEHAVIORAL COACHING
- MEDITATION
- MIND BODY FUSION
- MOMS IN MOTION
- NUTRITION, HORMONES & METABOLISM
- PERFORMANCE STABILITY TRAINING
- PERSONAL TRAINING
- PILATES MATWORK
- PILATES SMALL APPARATUS
- SMALL GROUP TRAINING
- SOCIAL MEDIA
- SPORTS NUTRITION
- TAI CHI
- WATERMOTIONS
- WEIGHT MANAGEMENT
- YOGA I & II



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Weight Loss Aquatic Style

Ann Gilbert

Owner/Operator

ACE CPT, SCW, AEA

Program Director WATERinMOTION PLATINUM

Aquatic lecture

90 minutes

With the growth in number of members challenged with our nation's epidemic of obesity, it may be your time to implement a weight loss program in your club that focuses on aquatic exercise as the catalyst to weight loss success. Study testimonials and learn proven strategies that will allow you to easily launch your start up program this season.

INTRODUCTION:

- The need for programming in the aquatic environment
- Study the Stats

OBJECTIVES:

- Understand the steps to launching a program specific to weight loss and weight management in the club setting
- Setting up an action plan to launch the new programming

Who will champion the new programming?

- Training
- Certification
- Needed credibility

How will you market the programming?

- In house
- In community
- Partnerships

How does the seminar system really work?

- Scheduling a weight loss seminar
- Empowerment VS. education
- To charge or not to charge

The use of social media

- Who, how and why
- Managing it daily

The real purpose behind the weight loss challenge

- The game
- The energy
- The results

Can you start this month?

- You have the tool
- You have the professionals
- You have the space

Benefits to the facility

Benefits to the instructors

Benefits to the membership base

Ann Gilbert

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