

## RIMINIWELLNESS PERSONAL TRAINER DAY 2019

With the theme being: **'Experience the Future of Personal Training: Innovative tools to develop your skills'** this is the go-to event of the year for Personal Trainers and Fitness Instructors, as the Personal Trainer Day will place the focus on how tomorrow's concepts can bring innovative solutions to the everyday life of a Personal Trainer.

The morning will start with Francesco Bertiato (Head of the Wellness Institute) taking into account the essentials of education,

### Live Q&A

Later that day, key note speaker Alexis Batrakoulis will be on stage. He starts his presentation on trends and follows up with a live Q&A session, giving delegates the chance to ask their personal questions to the IDEA Personal Trainer of the Year 2018. New ideas, programmes and concepts in the field of technology, nutrition and brand building will be presented in the afternoon by big names like Igor Castiglia, famous Italian social media entrepreneur.

**We'd love to see you there!**

SEE PAGE 2 FOR THE FULL PROGRAMME



## PROGRAMME DETAILS

**09.30 – 10.00 Registration and coffee**

**10.00 – 10.15 Welcome and opening speech**

Anja Beverwijk, EuropeActive's Head of Communications  
Francesco Capuani, EuropeActive's EU Policy Officer

### **PART 1: YOUR CORE BUSINESS...**

**10.15 – 11.00 "Essentials of Education & Training your Skills"**

Francesco Bertiato, Head of the Wellness Institute

**11.00 – 11.45 "TBD"**

Barbara den Bak, Founder & Owner, High Studios

**11.45 – 12.30 "Women in Fitness: being unique in a diverse industry"**

Laura Hoggins, Women in Fitness Association

**12.30 – 14.00 Lunch and networking break**

### **PART 2: ... AND YOUR NEW WAY FORWARD**

**14.00 – 14.45 "Health is the New Wealth: Exploring the International Fitness Trends"**

Alexis Batrakoulis, International Obesity Exercise Training Institute

**14.45 – 15.00 Live Q&A**

Alexis Batrakoulis, IDEA Personal Trainer of the Year 2018

**15.00 – 15.30 Innovation in technology: "Technology and Innovations to Support PTs"**

Sander Werring, Club Channel Director, Polar

**15.30 – 15.45 Tea break**

**15.45 – 16.15 Innovation in nutrition: "Personal Nutrition: a New Innovative Concept, Beneficial to Personal Trainers"**

Sandro Sato-Tomita, DSM Nutritional Products Marketing Director EMEA  
Thijs Rath, DSM Nutritional Products Account Manager

**16.15 – 16.45 Innovation in brand building: "What you need to build? Reputation is more important than Muscles!"**

Igor Castiglia, Social media influencer

**16.45 – 17.15 Summary and key take aways**

Anja Beverwijk, EuropeActive's Head of Communications  
Francesco Capuani, EuropeActive's EU Policy Officer