



After helping manage wellness businesses for over ten years we have learned a thing or two about what works - and what doesn't - and we want to share it with you. MINDBODY University (MBU) is a hugely successful three-day business intensive designed to show you how to run your business more successfully, productively and profitably using the MINDBODY Software System. In this intensive you will receive hands-on training and learn how to maximize your use of MINDBODY; Use one-on-one sessions with our senior staff to address specific needs of your business; Learn business theory and best practices to increase revenue and run your business more effectively; Network with your peers, get inspired, and transform your business. Join us and learn what has helped our clients increase revenue by 40-100%!



"After MBU we completely systemized our introductory session procedure which has helped Intro offer sales increase 51% over the last 3 months! We were not using the integrated merchant account processing system, and shortly after seeing it's benefits at MBU, we added that feature to our system. This changed our lives dramatically!"
-Amy Hoffman, Co-Owner, Studio 4 Pilates



"I firmly believe in investing in your business skills and spending time to work on your business and MBU provided a venue to do just that. It enabled us to completely transform our business. A lot of businesses are hurting right now but with the help of MINDBODY we've experienced 100% growth over the last year!"
-Nicki Violetti, Owner, Norcal Strength & Conditioning



"We had no idea that we would be learning so much! I brought my manager with me so that we could be more efficient but what we realized was that we needed to learn how to harness the power that the software offered, and that in doing so, we could take our business to a whole new level. I also loved being able to meet other studio owners and share ideas, experiences, and best business practices. We're planning to attend every year as continuing education. See you in 2008!"
-Peggy Wallace, Elevation Pilates

Enrollment Fee: \$795 for 1st person. Additional staff from same organization pay \$550.

Early Bird Discount: Register by February 28, 2010 and pay only \$595 for the 1st person and \$350 for additional staff from the same business. *Register for both MINDBODY University and the main Body Mind Spirit Education Conference and receive \$150 off your total registration fees (\$75 off MBU and \$75 off Body Mind Spirit).* *Pricing includes all conference sessions, plus a one-on-one session with MBU Faculty and a user's manual. Meals and accommodations are not included.

Check out our website for more information or to register online at www.mindbodyonline.com/mbu, e-mail us at mbu@mindbodyonline.com or contact us via phone at 805.476.2708.

MBU SCHEDULE

TUESDAY, APRIL 13TH, 2010

IT'S ALL ABOUT MARKETING – PROVEN COST EFFECTIVE STRATEGIES TO INCREASE REVENUE

Internet Support (Optional): 8:15-8:30AM

Come early to get help setting up your laptop to use our wireless internet. Our staff will be on hand to help you make sure your wireless is setup and functioning well for the event.

Meet & Greet: 8:30-9:15AM

We want to hear from you! Join us for a short introduction session where we will share our backgrounds and intentions in attending MBU. This is a great opportunity to hear what other like-minded business us are up to.
Staff: Roxanne Banta

Welcome / Roadmap To The Future: 9:15-9:45AM

Rick will kick off our event by introducing the MINDBODY University faculty and describing the MINDBODY Corporate vision. Learn how this vision will enable your business to thrive and grow by taking your business to new levels of success. At the closing of this segment, we will also review the event schedule and how to schedule one on one appointments. Staff: Rick Stollmeyer

Client Management: 9:45-11:00AM (2 levels - Lab)

This session will cover the vast depth of information you can track about your clients, including client relationships, client types, client indexing, client alerts and contact logs. Staff: Kristi Caldeira, Roxanne Banta

Marketing: What Works!: 11:00-12:30PM

Beverley will share insights gained from building one of the most successful and profitable yoga studio chains in New York City and one of the first to deploy the MINDBODY Online system. You will learn inexpensive yet powerful marketing strategies to increase your client base. Staff: Beverley Murphy

Lunch: 12:30-1:30PM**Creating A Viable Business: 1:30-2:30PM**

Bob shares critical elements to improving your profitability and enjoying your business more. In this session you will learn how to create a budget, analyze operating expenses and determine key indices that reflect the health of your business. Staff: Bob Murphy

Using Mindbody Online Business Manager For Marketing: 2:30-3:45PM

Learn how to keep your schedules full and increase your revenues through targeted client marketing. Learn how to use Client Types and Client Indexes to categorize your clients in unlimited ways, tracking information such as ability level, interest, and primary reason for visiting. We will combine various reports with tagging to produce the perfectly focused retention report so you can measure the success of your marketing campaigns with ease. Staff: Roxanne Banta

Break: 3:45-4PM**Online Marketing: Newsletters, Web, And Social Media: 4:00-5:00PM**

E-Newsletters are one of the most powerful and cheapest marketing techniques you can use to grow your business. Once you have your the perfect "tagged client" list, what do you do with it? This segment will cover how to use email marketing services, as well as the latest techniques for producing compelling newsletters and "e-blasts" designed to keep your clients connected to your business. We will also discuss general web design practices to help your business website give your clients what they need. We will also discuss using social media to reach even more of your clients in a platform they already love. Staff: Roxanne Banta

MBU Learning Lab: 5:00-7:00PM (Optional)

Come to the MBU Learning Lab to update your software system while the ideas are fresh from your first day at MBU with our highly qualified technicians on staff to answer questions in a friendly manner. This is a great opportunity to work on any action items you highlighted during today's sessions. Staff: Tech Support

WEDNESDAY, APRIL 14TH, 2010**SCHEDULING AND SPECIAL TECHNICAL TOPICS – LEARN THE SYSTEM INSIDE AND OUT****Accounting For Non-Accountants: 9:00-9:45AM**

Service businesses face unique challenges when it comes to accurately tracking revenues and expenses. The principles of "Cash vs. Accrual" can be confusing to non accounting professionals, but they are hugely important for the kinds of businesses that use the MINDBODY Online Business Manager. We will present these important concepts in a straightforward way, helping you understand the vital signs of your business. Staff: Rick Stollmeyer

Client Retention And World-Class Customer Service: 9:45-11:15AM

It takes five times more effort to generate a new client than it does to keep an existing one. Learn strategies to increase client retention rates including Auto-emails, E-blasts, Auto-Pays and better customer service. Turn passive clients into eager promoters of your business! Staff: Bob & Beverley Murphy

Mindbody Foundations: 11:30-12:30PM

During this session we will go through the setup of your MINDBODY system and make sure that you have the basic setup steps complete so that your software runs smoothly and to help you get the most from the technical topics covered during MBU. Staff: Kristi Caldeira

Lunch: 12:30-1:30pm**Managing Appointments: 1:30-2:30PM (2 levels- lab)**

From the nuts-and-bolts of daily appointment booking to more advanced new features such as booking multiple services at once, we will help you navigate all the options and possibilities for scheduling from both the staff and the client sides. Staff: Kristi Caldeira & Andres Moran

Managing Reservations & Waitlists: 2:30-3:30PM (2 levels- Lab)

Learn how to manage of daily class scheduling and more advanced features such as waitlists and prerequi-

sites, we will help you navigate all the options and possibilities for scheduling from both the staff and the consumer sides. Staff: Kristi Caldeira & Roxanne Banta

Break: 3:30-3:45pm

Increasing Online Presence Using Google Adwords: 3:45-4:45PM

When traveling, how do you find where the nearest restaurants and wellness services are? More and more people are turning to the internet to find all types of services and products. During this session, we will walk you through setting up an online advertising account with Google Adwords. We will share insights and tips for creating and managing a successful ad campaign to help make your business available at the click of a mouse. Staff: Bob Murphy & Kitten Harpain

Auto-Pays, Contracts & Memberships: 4:45-6:00PM

Learn how easy it is to increase revenues and client retention through automatically renewing client series and memberships. Also, you will learn how to make the Contracts feature work for you so your recurring revenue is effortless. Staff: Roxanne Banta

THURSDAY, APRIL 15TH, 2010

BRING IT HOME – TAKE IT HOME AND GET IT DONE

Industry Trends: 9:00-9:30AM

What are the current trends in today's Wellness Industry? Negotiate between global, national and local trends and learn how to make today's market work for you. Staff: Bob Murphy

Marketing: What Works! (Part II): 9:30-11:00AM

We will expand upon the guerilla marketing strategies introduced on the first day of the event. Learn how to create actionable items to focus your vision and marketing plan. We will walk you through advanced analysis of your marketing strategies so you can continually measure the effectiveness of your marketing campaign and can act accordingly. Staff: Beverley Murphy

The Recipe: 11:00-11:30AM

Rick will open up the chocolate factory for a special discussion of the secret sauce of successful businesses. Staff: Rick Stollmeyer

Getting Your Clients Online: 11:30-12:30PM

This topic will give step by step instructions for setting up and optimizing your MBO system for e-commerce and web scheduling. Whether you are a veteran at accepting online reservations or just considering the idea, this topic will give you powerful tools for increasing your revenue and reducing your administrative hassles, while improving your client satisfaction. Staff: Roxanne Banta

Lunch: 12:30-1:30PM

Choose 1 Of The Following 2 Options

Retail: Pos, Inventory Management & Gift Certificates: 1:30-2:45PM

We will cover retail aspects from basic product management for sale and internal use to advanced topics, including tracking inventory for returns and Online Store orders, Purchase Order management, and selling gift certificates. Staff: Kristi Caldeira

Operations And Effective Staff Management: 1:30-2:45PM

During this session, Roxy will share valuable staff management insights, providing an easy staff MIND-BODY training manual and tips for controlling staff access to the software system, and introducing you to the MINDBODY Web Help tools. Learn about all the resources available to you from us so that you can train your staff better and maximize your use of the software. Staff: Roxanne Banta

Managing Workshops, Special Events & Certification Programs: 2:45-4:00PM

Learn how to set up MINDBODY Online Enrollment Scheduling to promote and manage client enrolled programs, such as workshops, certification classes, teacher training, concerts and other special events. Staff: Kristi Caldeira & Andres Moran

Overview Of Reports & Trend Analysis: 4:00-4:45PM

Andres will open with this session with an overview of MINDBODY reports, in particular financial reporting. Bob will demonstrate how to give clarity to the numbers using comparisons, percentages & graphs. Dictate what he covers, letting Andres know that other reports are covered during other times. No return is already covered in mbo for marketing. Staff: Andres Moran

Closing: 4:45-5:00PM

We will take 15 minutes to review action items from the event and highlight those that are most important and will encourage you to focus on these in the coming weeks. Staff: Roxanne Banta

YAMUNA FOOT FITNESS

9:00-6:00PM, WEDNESDAY & THURSDAY: \$695

Your feet have 26 bones, 32 joints, 72,000 nerve endings. Stop breaking down the muscle chains of your client's hips, legs, ankles and feet! Yamuna Foot Fitness trainings are a must for all fitness trainers who care about building strong healthy, and intelligent bodies.

PART 1

A must for all fitness trainers, group fitness instructors and all gyms who are looking for more wellness and body-mind approaches to stop unnecessary injuries and breakdown that occur due to not including the feet while training. Also, highly recommended for Pilates, Yoga, dance and gyrotonic instructors. In this training you will learn the YAMUNA protocol for rebuilding healthy, strong, flexible and aligned feet. This is a comprehensive workshop that will enable you to understand foot problems and their relationship to alignment and function of the rest of the body. You will learn the importance of integrating foot fitness into your present practice.

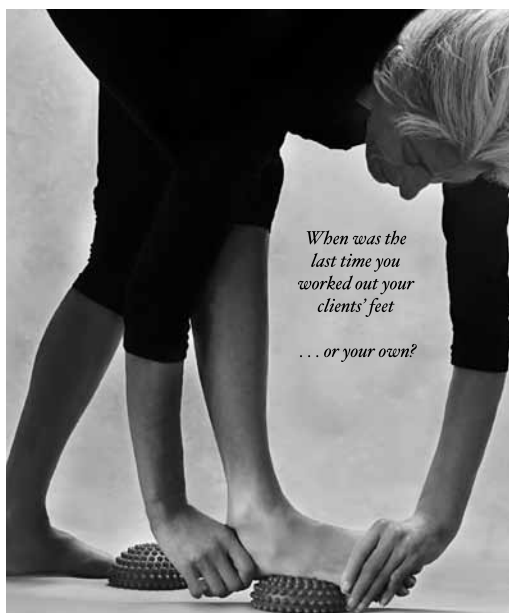
You Will Learn: The basic anatomy of the feet, ankles and calves. How to properly use the YAMUNA Foot Wakers. How to create greater flexibility and movement in the feet. How to teach others to overcome the most common foot problems. How to assess and diagnose your client's foot issues and needs. How to teach the various YFF exercises using the Foto Wakers in group fitness classes and privately. How to teach other to rebuild healthy foot function. How to provide hands-on assistance when working with clients.

PART 2

For all practitioners who work more therapeutically with clients. This training teaches you how to build back healthy foot function with each individual client. This training teaches you how to assess and develop sensible individualized programs to help rebuild feet that are already breaking down. **Note: Must successfully complete part 1 and other requirements before you can take part 2.*

You Will Learn: Introduction of the Foot Savers and Calf Balls and how they function to rebuild the detailed work a person might need. More detailed assessment and treatment of foot conditions. How to build back healthy alignment and function depending on the needs of the person.

Go to www.yamunabodyrolling.com for more information about Yamuna Products and trainings.





PILOXING BASICS TEACHER TRAINING:

THURSDAY, 9:00-7:00PM: \$295

Join the new fitness craze, a dynamic mix between Pilates and Boxing and guaranteed to whip you into shape. This course teaches you the foundation and formula to teach a Piloxing class. We'll provide you with all the tools and resources you will need to teach a Piloxing class.
Staff: Viveca Jensen



PREPARING FOR THE PMA CERTIFICATION EXAM:

THURSDAY, 9:00-4:00PM: \$250

This workshop is designed to prepare you for taking the PMA Pilates Certification Exam. Participants will be led through an interactive review of exercises, assessment, safety considerations, proper spotting techniques and the history of Pilates. Staff: Trent McEntire



PEAK PILATES®: FOUNDATIONS

THURSDAY, 7:00-1:00PM: \$295

This is the perfect primer for those interested in beginning their Peak Pilates® pathway with mat, chair, and reformer. Learn about the Peak Pilates Principles, key concepts and formula for successful introductory apparatus work. You will learn several important guidelines for the beginning Peak Pilates instructor and will be able to understand the principles, key concepts and fundamentals of each exercise. Your workshop fee includes a Peak Pilates educational manual. CEC: Peak (6.0)
Staff: Sonia Rodriguez

