

Getting Retention Right. Small Changes for Big Dollars.

WORLD
LEADING
RETENTION
EXPERT



Presented by Dr. Paul Bedford a world leader in member retention also known as the Retention Guru. With a PhD in health club member retention he is here in Australia for this one off presentation. Don't miss out there are limited spaces available

Seminar Monday 1st December

Register prior to the 10th November and save \$20 with the early bird special

Registration information following page

1st December Limited Spaces

Join Paul at this one off seminar as he shares his insights into behavioural change strategies that produce results.

These strategies have achieved:

- ***Increases in average membership lengths from 7 months to 13 months***
- ***Reduced cancellations from an average of 77 per 1000 members/month to 23 per 1000 members/month.***

Think about what that would do to your bottom line!

In 2015 Paul will be publishing a 1 million member study of the North American fitness market, the worlds largest fitness market study. He has just finished a 340,000 member research over a four year period on the UK Fitness Industry and a study of the New Zealand fitness market. Paul is the author of the book 'Why people join, leave and stay with health and fitness clubs'. This is an opportunity not to be missed by anybody in fitness, a rare opportunity to listen to and ask questions to the worlds foremost retention expert.

RETENTION FUNDAMENTALS

This session will introduce the principles of retention using current evidence based research and practical application. The session focuses on the things that can be changed and how to change them. It will identify the differences between retention and attrition figures and what they tell you about your business.

Paul's Australia visit is bought to you by

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For more information, contact Gavin Aquilina on 0417 241 568 or email gavin@gavinaquilina.com

Seminar Details

- **Date:** Monday 1st December
- **Location:** Fraser Suites 488 Kent St Sydney
- **Time:** 9.30 am to 1.30 pm
- **Free parking available** (limited spaces or early bird parking \$15)
- **Cost:** \$150 (early bird special \$130 prior to the 10th November/
final registrations 24th November)
- Morning tea and a packed lunch will be provided



Paul Bedford Seminar Registration Sheet

Name: _____ Phone: _____
Your Club/Company: _____ Your Position: _____
Address: _____
Email: _____
Payment details: Card number: _____ / _____ / _____ / _____
Expiry: ____ / ____ Name on card: _____
Amount to be charged: Early bird \$130 / Regular \$150 / Other \$ _____ Code _____
Signature: _____

Please complete, scan and email back to gavin@gavinaquilina.com

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List the top 3 questions you have for Paul in relation to retention?

1. _____

2. _____

3. _____

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