



# Inclusive Fitness Initiative

in association with 

## 'Bringing Out The Best - Realising the Commercial Potential of Offering an Inclusive Fitness Provision'

Are you getting the best results from your marketing strategy?

### Venues and Dates

**South - Westway Sports Centre, London - 14th May 2008**

**Midlands - Wolverhampton Swimming and Fitness Centre - 21st May 2008**

**North - Ponds Forge International Sports Centre, Sheffield - 28th May 2008**

### What are the seminars about?

The IFI is running a series of seminars during 2008-2009. The first series of seminars focus on **Inclusive Marketing** and how to maximise the commercial potential of offering an inclusive provision. The seminars include key speakers from the leisure industry as well as case studies from IFI site users that have benefited from using an IFI facility.

### Key Benefits of Attending

- Find out the full benefits of being an inclusive fitness facility
- Increase knowledge and confidence in delivering an inclusive marketing plan
- Maximise membership numbers
- Network with like-minded professionals
- Find out how other sites in the region operate
- Become involved in a national level seminar programme
- Strengthen links with the IFI and meet regional IFI representatives

### Who is it for?

Individuals that can benefit from attending include marketing personnel, facility and fitness management.



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## Seminar Programme

09:45-10:15	Arrivals and registration
10:15-10:30	Welcome, IFI update and introductions
10:30-11:30	Creating and delivering an inclusive marketing strategy - <b>Chris Easton IFI Marketing Manager</b>
11:30-11:45	Break
11:45-12:45	Health Trainers - Supporting Lifestyle Changes, Increasing Healthy Behaviour and Improving Opportunities - <b>Janet Andelin and colleagues, Health Trainer Initiative</b>
12:45-13:30	Lunch
13:30-14:30	Business Case for Inclusion - <b>Brian Carlin, Chief Executive of ASPIRE National Training Centre</b>
14:30-14:45	<b>IFI Site user case study</b>
14:45-15:00	Conclusions and wrap up
15:00-15:30	Network Opportunity

Refreshments and a light lunch will be provided.

## Booking Terms and Conditions

Application for places at the Inclusive Fitness Seminars are subject to availability and issued on a strictly first come first served basis. The following terms and conditions apply:

- Delegates' places will be confirmed or otherwise by email within 14 days of receipt of the completed Registration Form. Should the event become over subscribed a reserve list will be operated.
- Specific requirements related to diet, communication, access or any other specific issue must be registered at the time of application. Whilst every effort will be made by the organisers to satisfy all requests, those provided after 3 weeks prior to the seminar cannot be guaranteed.
- The IFI reserves the right to change the programme, speaker, date or venue without notice, or to cancel and event. The IFI will not be liable for any individual costs incurred as a result of the unforeseen cancellation or postponement of the event.
- If delegates cannot attend the seminar they must advise the IFI in writing so that a refund can be given in line with the notice period. Alternatively a replacement name can be submitted to the IFI. Cancellation charges for non-attendance at the seminar received in writing more than 14 working days of the seminar date will not be made. Cancellations within 10 working days or less of the seminar date are £50 per individual booking. Cancellation charges for non-attendance at the seminar are £50 per individual booking.
- It is the responsibility of the organisation to ensure that their employees attend the seminar upon which they are booked and attend for the full duration. Should this not occur the organisation will be invoiced in full.

## IFI Seminars - Series One

To reserve your place please return this registration form FAO:  
Cheryl Davidson by either fax, email or post using the details below.  
Seminars are £50 (+VAT) per person. Upon receipt of the registration form  
the IFI will send an invoice which is payable immediately. Alternatively,  
please attach cheques payable to EFDS OC c/o MLS at the address below.

Name (in full): .....

Organisation Name: .....

Job Title: .....

Address: .....

.....

Tel: ..... Fax: ..... Email: .....

Organisation name and address for invoice purposes (if different from above) plus any  
purchase order reference: .....

.....

Specific dietary, access or communication requirements: .....

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Please reserve me a place on the below seminar:

South: 14th May  Midlands: 21st May  North: 28th May

I would like to receive the IFI Newsletter

I have read and understand the terms and conditions

**This document is available in alternative formats**

**The Inclusive Fitness Initiative, c/o MLS, 4 Park Square,  
Newton Chambers Road, Thorncliffe Park, Chapeltown,  
Sheffield, S35 2PH.**

**Tel: +44 (0)114 2572060 (Textphone users add prefix 18001)**

**Fax: +44 (0)114 2570664**

**Web: [www.inclusivefitness.org](http://www.inclusivefitness.org)  
Email: [cheryl@inclusivefitness.org](mailto:cheryl@inclusivefitness.org)**