



TRAINING

WITH A PURPOSE



EVENT GUIDE

SATURDAY SCHEDULE AT A GLANCE

All times are Pacific Time

TIME <i>All times are Pacific Time</i>	EDUCATION TRACKS		
	TRAINING SCIENCE Includes: Exercise Science, Nutrition Research, Behavior Change	TRAINING TECHNIQUES Includes: Training Groups, Training Techniques, Program Design, Client Success Strategies	BUSINESS AND DEVELOPMENT Includes: Marketing, Social Media, Operations, Online Training, Technology
6:15-7:00AM WORKOUT <i>No CECs offered</i>	SESSION 110 TRX® Bodyweight Breakthrough Workout ^{WO} Jay Brockway & Niko Algieri		
7:15-8:15AM <i>Earn up to 1 CEC</i>	OPENING CEREMONIES & SPOTLIGHT SESSION 120 Coaching Obstacles Into Opportunities ^L Petra Kolber		
8:20-9:50AM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 130 Metabolic Makeover: Key Science and Applications Surrounding Metabolism ^L Fabio Comana, MA, MS	SESSION 131 A Systems Approach to Enhancing Mobility and Performance ^{WS} Paul Caldwell and Chris Nentarz, PT	SESSION 132 How Bias Prevents Optimal Client and Business Success...and What to Do About It ^{WS} Katrina Pilkington
10:00-11:30AM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 140 Nutrition Tips From the Trenches ^L Pamela Nisevich Bede, MS, RD	SESSION 141 Progressive Programming for Active Aging ^{WS} Leslee Bender	SESSION 142 How to Create Profitable Digital, Virtual and Live Products ^L Jessica Maurer
11:30AM-12:30PM LUNCH BREAK	MEGA CIRCUIT		
12:40-2:10PM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 160 Hypertrophy Best Practices: 8 Resistance Training Controversies and Research Updates ^L Zachary Mang, MS, and Tony Nuñez, PhD	SESSION 161 How to Program and Produce Exceptional Virtual Training Experiences ^{WS} Susane Pata	SESSION 162 Grow Your Online Revenue Stream ^L Lewis Agnew and Hugh Hanley
2:15-3:15PM <i>No CECs offered</i>	SESSION 170 • AFTERNOON SEMINAR Using Technology to Build a Six-figure Coaching Business and Deepen Client Relationships ^L Nolan Parker		
3:20-4:20PM <i>Earn up to 1 CEC</i>	SPOTLIGHT SESSION 180 Five Keys to Leadership Mastery ^L Dan McDonogh		
4:30-5:30PM	NETWORKING HAPPY HOUR		

L LECTURE • WS WORKSHOP Approximately 50% Movement and 50% Lecture • WO WORKOUT No CECs Offered

SUNDAY SCHEDULE AT A GLANCE

All times are Pacific Time

TIME <i>All times are Pacific Time</i>	EDUCATION TRACKS		
	TRAINING SCIENCE <i>Includes: Exercise Science, Nutrition Research, Behavior Change</i>	TRAINING TECHNIQUES <i>Includes: Training Groups, Training Techniques, Program Design, Client Success Strategies</i>	BUSINESS AND DEVELOPMENT <i>Includes: Marketing, Social Media, Operations, Online Training, Technology</i>
6:15-7:00AM WORKOUT <i>No CECs offered</i>	SESSION 200 Amplify Your Bodyweight Training ^{wo} Helen Vanderburg		
7:15-8:45AM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 210 Using Behavior Change to Attract and Retain Senior Clients in a Digital/Virtual World ^L Anthony Wall, MS	SESSION 211 Corrective Exercise Strategies for the Shoulder and Hip Complexes ^{ws} Evan Osar, DC	SESSION 212 Standing Out: Branding YOU ^L Sadie Nardini
8:50-10:20AM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 220 Your Brain on Exercise ^L Ryan Glatt	SESSION 221 Small Equipment, Big Ideas and Even Bigger Opportunities: Training the 2021 Client ^{ws} Krista Popowych	SESSION 222 The Retention Blueprint for Trainers ^{ws} Sheldon McBee, MS
10:30-11:30AM <i>Earn up to 1 CEC</i>	SPOTLIGHT SESSION 230 <i>Sponsored by Zone Perfect®</i> Body Inclusivity: More than a Movement ^L Kellie Walters, PhD		
11:30AM-12:30PM LUNCH BREAK <i>No CECs offered</i>	HOT TOPIC HUDDLE 11:45AM-12:20PM <i>Participate in the topic of your choice.</i>		
	SESSION 240 Take Control of Your Career Shannon Fable	SESSION 241 How to Engage Your Clients Virtually and In-Person: Connecting, Cueing and More! Krista Popowych	SESSION 242 From Food Journaling to Counting Macros: How to Make Mindful Nutrition Work For You Pamela Nisevich Bede, MS, RD
12:40-2:10PM BREAKOUT SESSIONS <i>Earn up to 1.5 CECs</i>	SESSION 250 Balanced Body®: Moving Fascia ^{ws} Joy Puleo, MA	SESSION 251 Maximize Your Maximus: Advanced Glutes Training ^{ws} Pete Holman, MSPT	SESSION 252 Rebuild and Revitalize Your Business's Infrastructure ^L Jessica Bottesch, MA
2:30-3:00PM WORKOUT <i>No CECs offered</i>	SESSION 260 Movement, Mobility and Mindset ^{wo} Chris Nentarz, PT		
3:30-5:00PM <i>Earn up to 1 CEC</i>	SPOTLIGHT SESSION 270 Be a Playmaker: Take Your Career to New Heights ^L Michael Piercy, MS		
	& CLOSING CEREMONIES SPONSORED BY 		

Opening Ceremonies

FRIDAY · 7:15AM

Jump-start IDEA Personal Trainer Institute Virtual with a welcome address by Amy Boone Thompson and an inspiring Spotlight Session by Petra Kolber.

WELCOME BY
AMY BOONE THOMPSON

Vice President/General Manager,
IDEA Health & Fitness Association



SPOTLIGHT SESSION

PETRA KOLBER

Coaching Obstacles Into Opportunities

More than ever before, transformational leaders like yourself are desperately needed. In order to truly impact lasting client success, you must move beyond the *what* of what we do and explore the *why* behind it. In this powerful session, you will understand how to apply evidence-based strategies that will help your clients break down the barriers they face and achieve positive and long-term behavior change.

CEC INFORMATION

- 1 After the event ends, the sessions you attended will be automatically placed in your "Continuing Education" page on ideafit.com or ideafit.com/myeducation.
- 2 Your proof of attendance and CEC credits are on your CEC certificate, which you can access any time after the event at ideafit.com/myeducation.
- 3 Workouts, Afternoon Energizers and Networking Events do not qualify for CECs.
- 4 The credit you can earn at this event are recognized by the following agencies: **AASFP, ACE, ACSM, ACTION, AFAA, AFPA, BCRPA, CHEK, FAI, IFPA, ISSA, NAFC, NAFTA, NASM, NBHWC, NCEP, NCSF, NESTA, NETA, NFPT, NIEW, NSCA, NSPA and PTAG**. Total approval amounts for the event vary by agency. Please check your agency for total amounts allowed for this event. If your certification agency is not listed, simply check with your agency to see what credits it allows.

PRE-EVENT INTENSIVES

FRIDAY, MARCH 5, 2021

Build the skills to expand your career and business with these in-depth specialized Pre-Event Intensives*.

*Additional fee required for these sessions. Pre-Event Intensives are not available with the On Demand Add-on. CECs vary by agency.



SESSION 100 • 7:30AM-4:00PM *Half-hour lunch on your own.*

FUNCTIONAL AGING SPECIALIST CERTIFICATION

WORKSHOP

CODY SIPE, PHD, AND DAN RITCHIE, PHD



The rapid growth of the aging population (age 50+) presents unprecedented opportunity for the fitness professional who understands how to train these clients effectively. This comprehensive and innovative certification program is just what you need to become an expert in functional fitness for mature adults.

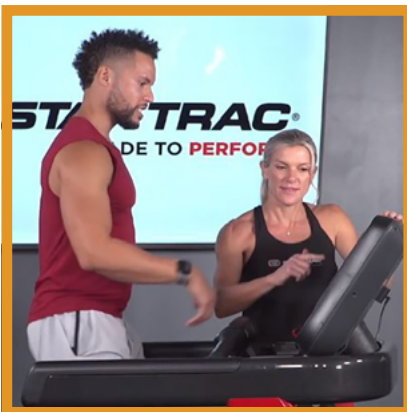
Boomers and aging adults come to you for your expertise. This interactive workshop will give you the tools and teach you the skills necessary to implement functional training techniques, strategies and movements that are important to your aging clientele. Also, learn to conduct meaningful functional assessments and develop effective exercise programs. Whether you conduct private trainings, small-group trainings or group fitness classes, the techniques learned in this valuable certification will serve you and your clients for years to come.

Participants will get full access to all of the online education modules (10+ hours of video, manuals, audio files), several of which will need to be completed prior to the workshop. This certification also requires participants to complete an online exam.

- Participants will receive an FAI certification at the completion of the online exam.
- Participants will receive an IDEA Certificate of Completion.

This session has been approved by the following agencies: **ACE 0.8, ACSM 7.0, ACTION 0.8, AFAA 7.0, AFPA 8.0, BCRPA 8.0, CHEK 8.0, FAI 8.0, IFPA 8.0, ISSA 8.0, NAFC 0.8, NAFTA 7.0, NASM 0.7, NBHWC 8.0, NCEP 8.0, NCSF 4.0, NESTA 0.8, NETA 8.0, NFPT 1.6, NIEW 0.8, NSPA 8.0, PTAG 8.0.**

PRICING	IDEA Member	Nonmember
	\$249	\$269



SESSION 101 • 8:00AM-12 NOON

CARDIO COACH CERTIFICATION COURSE BY STAR TRAC®

WORKSHOP

SONJA FRIEND-UHL

The cardio equipment in a fitness facility can be used for a variety of different training purposes. And there are applications and best practices for steady-state, interval and variable modality training, each with its own benefits and outcomes. The new Cardio Coach Certification Course by Star Trac teaches coaches how to choose the right cardio modality for their clients based on individual goals, abilities and preferences. Join competitive runner, health coach and fitness instructor, Sonja Friend-Uhl, to gain an in-depth understanding of the benefits of training on different cardio equipment and how to choose the right modality for each client. She will also guide participants on how to perform basic assessments, including a functional movement and screen, as well as to design and coach appropriate and safe cardio training programs for all clients.

- Participants will receive an IDEA Certificate of Completion.

This session has been approved by the following agencies: **ACE 0.4, ACSM 4.0, ACTION 0.4, AFAA 4.0, AFPA 4.0, BCRPA 4.0, CHEK 4.0, FAI 4.0, IFPA 4.0, ISSA 4.0, NAFC 0.4, NAFTA 2.0, NASM 0.4, NBHWC 4.0, NCEP 4.0, NCSF 2.0, NESTA 0.4, NETA 4.0, NFPT 0.8, NIEW 0.4, NSPA 4.0, PTAG 4.0.**

PRICING	IDEA Member	Nonmember
	\$109	\$129

Visit [ideafit.com/ptrainer](https://www.ideafit.com/ptrainer) or call (800) 999-4332, ext. 7, to purchase these sessions.

UPLIFT, INSPIRE AND REIMAGINE THE PROMISE OF FITNESS WITH THESE SPOTLIGHT SESSIONS



PETRA KOLBER

Coaching Obstacles Into Opportunities

SATURDAY • 7:15–8:15AM Pacific Time

More than ever before, transformational leaders like yourself are desperately needed. In order to truly impact lasting client success, you must move beyond the *what* of what we do and explore the *why* behind it. In this powerful session, you will understand how to apply evidence-based strategies that will help your clients break down the barriers they face and achieve positive and long-term behavior change.



DAN MCDONOGH

Five Keys to Leadership Mastery

SATURDAY • 3:20–4:20PM Pacific Time

The fitness industry is competitive, demanding and ever evolving, which requires us to be at our best every day. We need to learn how to do less better to not only help our clients achieve their goals but to ensure we have the physical, mental and emotional capacity to meet the demands we face daily both at work and at home. Award-winning fitness professional Dan McDonogh will share with you the five key elements that have helped him build a fulfilling and rewarding career.



KELLIE WALTERS, PHD

Body Inclusivity: More than a Movement

Sponsored by Zone Perfect®

SUNDAY • 10:30–11:30AM Pacific Time

Behavior change is deeply rooted in our sense of self and in order for fitness professionals to help their clients make more positive health behavior changes, they must understand how body image—their clients' as well as their own—influences decision making and client interactions. In this impactful session, Kellie discusses the current body image culture within the fitness industry and shares ways to interact with clients to ensure a body-inclusive space.



MICHAEL PIERCY, MS

Be a Playmaker: Take Your Career to New Heights

SUNDAY • 3:30–4:30PM Pacific Time

Want to take your fitness career to the next level? Want to make a lasting impression? Learn the lessons acquired from life and sport that can help get you in the game, make smart plays and implement strategies to secure lasting career success.

FAQs

WHAT ARE THE DATES AND HOURS OF THE VIRTUAL EVENT?

All times listed will be **PACIFIC TIME**. This is a live event. The time in your location could differ from the listed times so please update your calendar accordingly.

The date and hours of this event are:

SATURDAY, MARCH 6: 6:15am–5:30pm *(Pacific)*

SUNDAY, MARCH 7: 6:15am–5:00pm *(Pacific)*

HOW DO I ENTER THE IDEA PERSONAL TRAINER INSTITUTE VIRTUAL EVENT PLATFORM?

You will receive a reminder email with a link and instructions prior to the event. Your **EMAIL ADDRESS** and **CONFIRMATION NUMBER** will be your access into the virtual event space. The virtual event space will be open at **5:45am (Pacific) 90 minutes prior to the start of sessions** each day. We recommend you use this time to navigate the space, test your internet connection and familiarize yourself with the functionality. Once you've signed into the virtual event, create a profile, browse around the virtual event spaces and get ready for 2 days of education, events and networking!

WHAT HAPPENS IF YOU HAVE TECHNICAL ISSUES DURING IDEA PERSONAL TRAINER INSTITUTE VIRTUAL?

There will be a virtual "help desk" available at all times during the event. If you are experiencing any technical difficulty, there will be live staff ready to help you troubleshoot issues.

WHAT TECHNOLOGY IS REQUIRED TO ATTEND IDEA PERSONAL TRAINER INSTITUTE VIRTUAL?

A desktop computer, laptop, tablet, phone or similar device with internet connectivity is all that is required. We recommend you use either Firefox or Chrome.

CAN I ASK QUESTIONS DURING THE EDUCATIONAL SESSIONS?

Yes, there will be a chat box labeled "Presenter Q&A" available in each session and we encourage you to ask questions and interact with presenters.

HOW DO I GET CECs FOR THE SESSIONS I ATTEND?

After the event ends, the sessions you attended will be automatically placed on your "Continuing Education" page on ideafit.com or ideafit.com/myeducation. Your proof of attendance and CEC credits are on your CEC certificate, which you can access any time after the event. Workouts, Afternoon Energizers and networking events do not qualify for CECs.

WILL SESSIONS BE RECORDED AND AVAILABLE AFTER THE CONFERENCE?

Yes, you may purchase 12-months on-demand access to all sessions at IDEA Personal Trainer Institute Virtual for as low as \$49. You can come back any time over the 12 months following the event and watch sessions you weren't able to attend live. This is a great option for international attendees who are experiencing significant time differences. Call the Inspired Service team at **(800) 999-4332, ext. 7**, **BEFORE** the event concludes on Sunday, March 7 to get the special price.

DO I NEED TO SELECT SESSIONS PRIOR TO THE EVENT?

No, you do not need to pre-select sessions. Once the virtual event goes live you are free to access any session you prefer.

WILL IDEA PERSONAL TRAINER INSTITUTE BE AN IN-PERSON EVENT IN 2022?

Yes! We plan on IDEA Personal Trainer Institute being in-person again in 2022 and will take place in Alexandria, VA on February 25–27, 2022. Registration will be live later this year. Visit ideafit.com/ptrainer to get updated.

Join the attendee Facebook group page:

[BIT.LY/IDEAPTRAINER](https://bit.ly/ideaptrainer)



AFTERNOON PICK-ME-UPS



SATURDAY · 2:15-3:15PM

AFTERNOON SEMINAR · SESSION 170 · LECTURE

Using Technology to Build a Six-figure Coaching Business and Deepen Client Relationships

Presented by **Nolan Parker**

In this presentation, you will learn how to better automate and increase engagement with your clients and target audience; how to adapt your training model to remote or hybrid training; and how to build a loyal client base that earns consistent results while you grow your business to six figures and beyond.



SUNDAY · 2:30-3:00PM

AFTERNOON ENERGIZER · SESSION 260 · WORKOUT

Movement, Mobility and Mindset

Presented by **Chris Nentarz, PT**

Movement, mobility and mindset. While inseparable, these concepts are many times practiced separately. This session will give you the tools and experience necessary to integrate these vital elements into a rewarding and invigorating self-care practice. Unplug, reset, and refocus with Coach Chris in this exploration of breath, movement and connecting to your true center.

HOT TOPIC *Huddle*

SUNDAY · 11:45AM-12:20PM

Choose your topic! Hear from industry leaders, share insights and ask questions on important issues facing our industry.



Take Control of Your Career

Presented by **Shannon Fable**

Join ACE presenter, Shannon Fable, as she explores a path forward in this re-designed fitness world. In your time together, you will discuss the importance of knowing your worth and advocating for yourself in the fitness industry. You will walk away with confidence to choose new opportunities or create your own, earn more than a fair wage, and leave an impact on the world.



How to Engage Your Clients Virtually and In-Person: Connecting, Cueing and More!

Presented by **Krista Popowych, Global Director of Group Education at Keiser**

Whether you are training through a screen, one-on-one or in a group, there are certain skills and techniques that can help you truly connect with your clients. Learn how you can connect and cue better in order to engage your clients for even greater training success.



From Food Journaling to Counting Macros: How to Make Mindful Nutrition Work For You

Presented by **Pamela Nisevich Bede, MS, RD**

This session will explore best practices for counting macros and food journaling. Attendees will learn how to implement these practices to foster a better relationship with food and bring nutrition goals into focus.

START YOUR DAY WITH THESE HEART-PUMPING MORNING WORKOUTS

SATURDAY • 6:15-7:00AM



TRX® BODYWEIGHT BREAKTHROUGH WORKOUT

Jay Brockway & Niko Algieri

SUNDAY • 6:15-7:00AM



AMPLIFY YOUR BODYWEIGHT TRAINING

Helen Vanderburg

NETWORKING *Happy Hour*



NETWORK WITH PERSONAL TRAINERS FROM AROUND THE WORLD

CHANCE TO WIN RAFFLE PRIZES

BRING YOUR FAVORITE BEVERAGE

SATURDAY • 4:30-5:30PM

To attend, visit the "Networking Happy Hour" tab under "Special Events" in the event platform and click on the Zoom link.

Prizes from these companies will be awarded:



Don't forget your
Exclusive Attendee-only
SWAG BAG

Deep discounts and free products from 10+ participating sponsors.



Shipping fees may apply.

**BE INQUISITIVE
AND RECEIVE A
STANDOUT
AWARD**

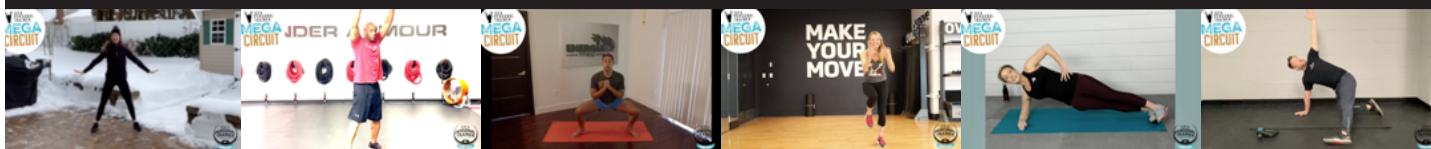
During each breakout session, presenters will reward standout individuals who engage and inspire! All winners will then be entered to win a prize that will be announced at the Closing Ceremonies on **SUNDAY AT 4:30PM PT.**



BRING YOUR TOWEL AND GET READY TO SWEAT!

In this 40-minute dynamic and innovative virtual circuit-style workout, you'll have the opportunity to try out new programming brought to you by some of the hottest fitness brands and presenters.

Experience new workout ideas that you can incorporate into your own classes and sessions.



COMPLETE THE MEGA CIRCUIT ANYTIME DURING THE VIRTUAL EVENT.

EVENT BADGES

CAN YOU REACH THE TOP OF THE RANKS WITH OUR BADGE SYSTEM?

Complete these missions throughout the event to unlock badges. Visit the leaderboard in our virtual lobby to see where you stand against other attendees. The top point scorer* will win a 2022 in-person IDEA event registration—a \$399 value.



FIT PROFILER BADGE 150 POINTS

Complete your My Profile Page.



CHALLENGER BADGE 250 POINTS

Complete the IDEA Personal Trainer MEGA Circuit.



EARLY RISER BADGE 350 POINTS

Participate in a Morning Workout.



FIRE STARTER BADGE 275 POINTS

Attend one of the three Hot Topic Huddles.



FREQUENT FLYER BADGE 300 POINTS

Attend 10 sessions.



ICE BREAKER BADGE 325 POINTS

Ask questions in 10 different sessions using the Presenter Q&A.



SOCIAL BUTTERFLY BADGE 200 POINTS

Attend the Networking Happy Hour on Saturday at 4:30pm.



ILLUMINATOR BADGE 225 POINTS

Attend any of the four Spotlight Sessions.



RATER BADGE 400 POINTS

Rate 10 sessions.



INSPIRE BADGE 175 POINTS

Attend both the Opening and Closing Ceremonies.

*A raffle will take place if there is a tie.

Thank you!

IDEA Health & Fitness Association would like to thank the following companies for their support of 2021 IDEA Personal Trainer Institute Virtual.

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SPONSORS



WELCOME BOX SPONSORS



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