

Theory

Keynote speakers:



Karl Ess

Topic Keynote: 'Using social media to motivate and bring a healthy lifestyle to the public'

Over the last four years Karl Ess became one of the best known Fitness trainers in Germany. He did this by inspiring millions of young people to have a healthy and fit lifestyle via social media. On Facebook alone he has 750,000 fans and more than 100 million clicks on YouTube besides his activities on the other social media.



Robert Cappuccio aka Bobby Cappuccio

Topic Keynote: 'Behavior change and motivation'

Bobby Cappuccio is an internationally recognized speaker and author, widely known for his dynamic and provocative style. His reputation in the fitness industry comes from providing individuals with the knowledge, tools, and inspiration to channel their aspirations into higher levels of achievement. Bobby spent years seeking out and interviewing world-class leaders across multiple disciplines to bring insights from some of the top minds in the world to the health and fitness industry.

Niels Gronau:



As Senior Manager at Deloitte's Sports Business Group Niels Gronau is the author of the annual "European Health & Fitness Market Report". This year a new study has been initiated to present the Fitness Professionals market overview including PT's education, fitness trends, international comparison and expectations regarding future developments.

Topic Keynote: 'Findings new European Research under Personal Trainers'

Richard Scrivener:



Richard is a Personal Training Coach with over 10 years' experience within the industry. He has extensive experience with both fitness and nutrition, and his love of new knowledge shows in the wide range of fitness related areas in which he is educated. In addition to being an Animal Flow Master Instructor for the entire United Kingdom, Rich is involved with several movement-based disciplines.

Topic Keynote: 'Animal Flow'



Emma Barry

Topic Keynote: 'Innovate like a boutique club'

As one of the founding member of Les Mills International Emma Barry has spent the last 20 years pioneering the fitness movement to create a fitter planet. She was the first International Master Trainer to take Les Mills International programs to the world and in addition to her love of instructing was a personal trainer and television presenter for fitness segments and adventure shows. Currently Emma is Director of Group Fitness Programming for Luxury lifestyle operator Equinox.



Peter van der Steege

Topic Keynote: 'Building your own personal brand'

Professional branding expert Peter van der Steege has helped dozens of organisations in the fitness & health branch successfully build their own personal brand. As an author he combined all his knowledge in a handbook. Additionally, Peter is a photographer and designer of fitness brand like HealthCity, Achmea Health Centers and LAPT personal training concept.

Workshop experts:



Alexis Batrakoulis

Topic Workshop: 'Exercise for Overweight or Obesity: Bridging the gap between theory and practice'

Alexis Batrakoulis has been involved in personal training, exercise for health, performance enhancement and fitness education for over 20 years. He is the Personal Training Education Director at the Greek national leader in fitness education. He has been the Leader and Member of Technical Experts Groups that developed the standards for the occupational roles of Weight Management Exercise Specialist and Pre/Diabetes Exercise Specialist in Europe, respectively.



Anthony Wall

Topic Workshop: 'go fast(er), jump high(er)'

As the Director of Strategic Partnerships for the American Council on Exercise (ACE), Anthony J. Wall, MS, CPT oversees all ACE's international strategy and ACE's partnerships with organizations delivering education and professional development opportunities. He is also responsible for the quality control of all Continuing Education programs for the more than 60,000 ACE health and fitness professionals.

With more than 20 years of experience in the fitness industry, Wall shares his expertise at industry workshops and conferences around the globe. He is often used as an expert within the media in a variety of respected national outlets including The Washington Post, The Good Life magazine, Real Health magazine, Women's Health and more.

Kelby Jongen:



Kelby is a passionate Personal Trainer with many years of experience in the fitness industry. She educates international trainers and fitness clubs, was part of the London 2012 Olympic Games as fitness coach and worked for Dutch TV Show 'Obese' as personal trainer.

Topic Workshop: 'Obesity and behaviour change'

Jan Middelkamp:



Jan Middelkamp is Development Director at HDD Group while working on a PhD and leading the way on exercise behaviour of members in fitness clubs. As owner and CEO of BlackBoxPublishers he published over 10 books, like: The state of research in the global fitness industry (2012); Member retention in fitness clubs (2013); EuropeActive retention reports (2013, 2014, and 2015) and Essentials of motivation and behaviour change (2015).

Topic Workshop: 'Essentials of motivation, member retention and behaviour change'

Renata Ago:

Contributing to the international successes of multiple sports teams in Hungary, Renata Ago uses the Optimum Performance Training (OPT) Model as Head Strength and Conditioning Coach to strengthen the teams. Under her supervision she coached the Women's National Water Polo team to a 1st place at the European Championships (2016) and 4th place at the Olympic Games (2016). Besides being the Head Strength and Conditioning Coach of successful teams in Football, Ice Hockey and Youth Water Polo.



Topic Workshop: 'Performance enhancement in fitness using the Optimum Performance Training (OPT) model'

George Xiros:

George has been a Group Fitness Professional since 1997 and is a famous fitness presenter in many Greek TV shows. He specializes in group exercise and is a frequent presenter in European fitness conventions. He also owns the Greek institute of fitness, Studio One, is the owner of multiple Fitness clubs and gyms and created 17 unique Group Fitness Programs for theConcept.



Topic Workshop: 'Core concept challenging your limits'

Bas Hollander:

For many years Bas Hollander has thrown his heart and soul into inspiring young people to fall in love with physical activity. He has been investing in the health of future generations from his position as International Master Trainer for Les Mills in programmes as BORN TO MOVE and is an expert on influencing behaviour.

Topic Workshop: 'Increasing your influence by acting normal'



Gabriella Bankuti:



With experience as a personal trainer for over 17 years, Gabriella Bankuti won the 'Best functional trainer' award in Hungary in 2011. She is the owner of the Spartan Training Method and worked with it since 2006, also training soldiers of the famous French Foreign Legion. During the convention Gabriella will teach the original Russian Girja technique.

Topic Workshop: 'Spartan Girja - The original kettlebell in S&C in fitness'