

**WEDNESDAY, FEBRUARY 10<sup>TH</sup>, 2010**

**IT'S ALL ABOUT THE SOFTWARE – LEARN YOUR MINDBODY SYSTEM INSIDE AND OUT**

**9-10am**

**MINDBODY FOUNDATIONS**

Setting up your MINDBODY system correctly is critical to use the system optimally and efficiently. During this session we will go through the setup of your MINDBODY system with a fine-toothed comb and make sure that you have the basic setup of your system complete and accurate so that your software runs smoothly.

**10-11:15am**

**CLIENT MANAGMENT**

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.

**11:15-12:15pm**

**MANAGING RESERVATIONS & WAITLISTS**

Learn how to manage of daily class scheduling and more advanced features such as waitlists and prerequisites, we will help you navigate all the options and possibilities for scheduling from both the staff and the consumer sides.

**12:30-1:30pm Lunch**

**1:30-2:45pm**

**MANAGING APPOINTMENTS**

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.

**3-4:30pm**

**MANAGING WORKSHOPS, SPECIAL EVENTS & CERTIFICATION PROGRAMS**

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.

**4:30-5:15pm**

**EXCEL 101: THE BASICS**

For those who are new to Excel or looking for a few insider tricks, we will guide you through the basics of using this powerful program. We highly recommend using Excel to track your business budget, key indicators, and marketing initiatives.

**5:15-6pm Q&A**

## **THURSDAY, FEBRUARY 11<sup>TH</sup>, 2010**

### **MARKETING & BUSINESS TOPICS – INCREASE REVENUE & FOCUS ON THE BIG PICTURE**

**9-10:15am**

#### **OVERVIEW OF REPORTS & TREND ANALYSIS**

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.

**10:15-11:30am**

#### **USING MINDBODY ONLINE BUSINESS MANAGER FOR MARKETING**

Learn how to keep your schedules full and increase your revenues through targeted client marketing within your MINDBODY Business Manager System. We will show you how to combine various marketing reports to produce the perfectly focused "tagged client" list. Learn how to use Client Types and Client Indexes to track your clients in unlimited ways allowing you to better market to your clients. Calculate retention rates to see if you are keeping your new clients coming back.

**11:30-12:30pm**

#### **GETTING YOUR CLIENTS ONLINE**

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.

**12:30-1:30pm Lunch**

**1:30-2:45pm**

#### **BUILDING RECURRING REVENUE WITH AUTO-PAYS & CONTRACTS**

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.

**2:45-4pm**

#### **E-MARKETING: NEWSLETTERS, E-BLASTS, & ONLINE MARKETING**

E-blasts 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, online ad campaigns, website design, and social media to keep your clients connected to your business. Overarching goal: to transform passive clients into active promoters who refer others.

**4-5:15pm**

#### **RETAIL: POS, INVENTORY MANAGEMENT & GIFT CERTIFICATES**

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.

**5:15-6pm Q&A**