

TUESDAY, NOVEMBER 15TH, 2011

9-10am

WELCOME / ROADMAP TO THE FUTURE

Rick Stollmeyer (Event Space – Lecture)

We will kick off our event by introducing the MINDBODY University faculty and describing the MINDBODY Corporate vision. Learn how this vision will enable your business to thrive and grow by taking your business to new levels of success. At the closing of this segment, we will also review logistical details, our awesome schedule, and show you how to schedule one-on-one appointments.

10-10:45am

MEET & GREET

Roxanne Banta & Kristin Andrews (Event Space - Lecture)

We want to hear from you! Join us for a short introduction session where we will share our backgrounds and intentions in attending MBU. This is a great opportunity to hear what other like-minded business us are up to.

10:45-12:15pm

MARKETING: WHAT WORKS!

Beverley Murphy (Event Space - Lecture)

Most of your client don't even know you are there! In this session you will learn the most effective marketing strategies to get new clients on the door. You will learn how to define your brand or "look" of your marketing materials and create simple collateral, like post cards and flyers. We will show you how to create irresistible pricing and other "Intro Offers" to bring more clients in and keep them coming back. We will review guerilla marketing strategies like street fairs, open houses and free demos. Your website is one of your most powerful marketing tools. We will show you website improvements that are guaranteed to generate 10%-40% more revenue to your business through online sales.

12:15-1pm

CREATING A VIABLE BUSINESS

Bob Murphy (Event Space – Lecture)

Bob shares critical elements to improving your profitability and enjoying your business more. In this session you will learn how to create a budget, analyze operating expenses and determine key indices that reflect the health of your business.

1-2pm Lunch

1:30-2pm

(OPTIONAL) LUNCHTIME TOPIC: HEALCODE WIDGETS

Guest Speaker (Event Space - Lecture)

To offer a diverse learning experience we will do our best to provide a compelling industry speaker or another group learning experience during this time. During this talk Healcode will describe how to make your website sexy with their simple to use widgets.

2-3:15pm

CLIENT MANAGEMENT

Kristi Nunes (Theatre – Basic - Lecture)

Kristin Andrews (Event Space – Intermediate - Lecture)

This session will cover the vast depth of features in the MINDBODY System that you can use to manage your clients. We will cover the entire Client Profile section of the Software System, including client relationships, client types, client indexing, client alerts and contact logs.

3:15-3:30pm Break

3:30-4:15pm

CHOOSE FROM THE FOLLOWING OPTIONS (MUST BE PRE-REGISTERED FOR KPI LABS):

MINDBODY FOUNDATIONS

Kristi Nunes (Event Space – Lecture)

During this session we will go through the setup of your MINDBODY system and make sure that you have the basic setup steps complete so that your software runs smoothly and to help you get the most from the technical topics covered during MBU.

KPI LAB: ATTENDANCE & REVENUE (CLASS based business models)

Beverley Murphy, Nicole Chetaud (Theatre - Lecture/Lab)

Find out how your business is doing, is your attendance and revenue up or down from last year? Learn how to run attendance and revenue reports in MINDBODY and what these numbers tell you about the health of your business.

(NOTE: you must be pre-registered to attend!)

4:15-5pm

CHOOSE FROM THE FOLLOWING OPTIONS (MUST BE PRE-REGISTERED FOR KPI LABS):

MANAGING APPOINTMENTS

Kristi Nunes (Theatre –Basic - Lecture)

Kristin Andrews (Event Space - Intermediate- Lecture)

From the nuts-and-bolts of daily appointment booking to more advanced new features such as booking multiple services at once, scheduling and updating recurring appointments, or the drag-and-drop features, we will help you navigate all the options and possibilities for scheduling from both the staff and the client sides.

KPI LAB: ATTENDANCE & REVENUE (CLASS based business models)

Roxanne Banta (Green Room - Lecture/Lab)

Find out how your business is doing, is your attendance and revenue up or down from last year? Learn how to run attendance and revenue reports in MINDBODY and what these numbers tell you about the health of your business.

(NOTE: you must be pre-registered to attend!)

5-6pm

KPI LAB: ATTENDANCE & REVENUE (CLASS based business models)

Roxanne Banta, Kristin Andrews (Event Space - Lecture/Lab)

Find out how your business is doing, is your attendance and revenue up or down from last year? Learn how to run attendance and revenue reports in MINDBODY and what these numbers tell you about the health of your business.

(NOTE: you must be pre-registered to attend!)

KPI LAB: ATTENDANCE & REVENUE (APPOINTMENT based business models)

Beverley Murphy, Nicole Chetaud (Theatre - Lecture/Lab)

Find out how your business is doing, is your attendance and revenue up or down from last year? Learn how to run attendance and revenue reports in MINDBODY and what these numbers tell you about the health of your business.

(NOTE: you must be pre-registered to attend!)

6-8pm

(OPTIONAL) NETWORKING COCKTAIL PARTY

Come relax and meet like-minded business people and our MINDBODY staff. See you there!

WEDNESDAY, NOVEMBER 16TH, 2011

8-9am

KPI LAB: RETENTION (CLASS based business models)

Roxanne Banta, Kristin Andrews (Event Space - Lecture/Lab)

Are your clients coming back? Did yourgroupon work? Learn how to run reports to calculate retention, create targets for your business and how your retention compares to other businesses. (NOTE: you must be pre-registered to attend!)

KPI LAB: RETENTION (APPOINTMENT based business models)

Beverley Murphy, Nicole Chetaud (Theatre - Lecture/Lab)

Are your clients coming back? Did yourgroupon work? Learn how to run reports to calculate retention, create targets for your business and how your retention compares to other businesses. (NOTE: you must be pre-registered to attend!)

9-9:45am

INDUSTRY TRENDS

Bob Murphy (Event Space - Lecture)

Learn about trends in the various wellness industries we service including yoga, pilates, spa, salon, fitness, and dance. Negotiate between global, national and local trends and learn how to make today's market work for you

9:45-11:15am

CLIENT RETENTION AND WORLD-CLASS CUSTOMER SERVICE

Beverley Murphy (Event Space - Lecture)

Marketing brings people in the door, retention strategies keep them coming back. It takes 5 times more time and money to bring new clients in than retain them – so retention is one of the cost-effective ways to grow your bottom line. Most business only retain, 1 in 5 new clients for class-based businesses and 1 in 2 for one on one business!! You will learn the best retention strategies, from customer service to sales techniques. We will show you how to measure retention. I.e. if you had 500 clients purchase agroupon special – how many of them came back and made another purchase? You will create a retention “plan” to implement.

11:15-12:15pm

AUTO-PAYS, CONTRACTS & MEMBERSHIPS

Kristi Nunes (Event Space - Lecture)

Learn how easy it is to increase revenues and client retention through our automatic billing features, Auto-Pays. Make the Contracts feature work for you so your recurring revenue is effortless. Learn how to setup Memberships so your clients receive perks and special privileges that they get for being dedicated to your business. Included in the manual you will find a worksheet for helping you price your Auto-Pay perfectly.

12:15-1pm

CHOOSE FROM THE FOLLOWING OPTIONS (MUST BE PRE-REGISTERED FOR KPI LABS):

MANAGING RESERVATIONS & WAITLISTS

Kristin Andrews (Theatre – Basic - Lecture)

Kristi Nunes (Event Space – Intermediate - Lecture)

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

KPI LAB: RETENTION (CLASS based business models)

Nicole Chetaud (Green Room - Lecture/Lab)

Are your clients coming back? Did yourgroupon work? Learn how to run reports to calculate retention, create targets for your business and how your retention compares to other businesses. (NOTE: you must be pre-registered to attend!)

1-2pm Lunch

1:30-2pm

(OPTIONAL) INDUSTRY BREAKOUT SESSIONS

MBU Staff (Theatre - Discussion)

During these break-out sessions you will work in a smaller group with people who are in your industry to go over proven industry specific practices. Take this opportunity to network with like-minded businesses and hear what is working for your colleagues, and what isn't.

2-3:15pm

USING MINDBODY FOR MARKETING AND RETENTION

Roxanne Banta (Event Space – Lecture)

Learn how to keep your schedules full and increase your revenues through targeted client marketing. Learn how to use Client Types and Client Indexes to categorize your clients in unlimited ways, tracking information such as ability level, interest, and primary reason for visiting. We will combine various reports with tagging to produce the perfectly focused retention report so you can measure the success of your marketing campaigns with ease.

3:15-4:30pm

CHOOSE FROM THE FOLLOWING OPTIONS (MUST BE PRE-REGISTERED FOR KPI LABS):

ONLINE MARKETING: NEWSLETTERS, WEB, AND SOCIAL MEDIA

Nicole Chetaud (Event Space – Lecture)

E-Newsletters are one of the most powerful and cheapest marketing techniques you can use to grow your business. This segment will discuss how to use email marketing services, as well as the latest techniques for producing compelling newsletters and "e-blasts" designed to keep your clients connected to your business. Learn general web design practices to help your business website give your clients a clear and compelling message and social media to reach even more of your clients in a platform they already love. Finally, learn how MINDBODY is helping market your business with our Finder products.

KPI LAB: RETENTION (CLASS based business models)

Beverley Murphy, Kristin Andrews (Theatre - Lecture/Lab)

Are your clients coming back? Did your groupon work? Learn how to run reports to calculate retention, create targets for your business and how your retention compares to other businesses. (NOTE: you must be pre-registered to attend!)

4:30-4:45pm Break

4:45-6pm

CHOOSE FROM THE FOLLOWING OPTIONS (MUST BE PRE-REGISTERED FOR KPI LABS):

MANAGING WORKSHOPS, SPECIAL EVENTS & CERTIFICATION PROGRAMS

Kristin Andrews (Theatre – Basic - Lecture)

Kristi Nunes (Event Space – Intermediate - Lecture)

Learn how to set up MINDBODY Enrollment Scheduling to promote and manage client enrolled programs, such as workshops, certification classes, teacher training, concerts and other special events.

KPI LAB: RETENTION (CLASS based business models)

Roxanne Banta (Green Room - Lecture/Lab)

Are your clients coming back? Did your groupon work? Learn how to run reports to calculate retention, create targets for your business and how your retention compares to other businesses. (NOTE: you must be pre-registered to attend!)

THURSDAY, NOVEMBER 17TH, 2011

8-9am

GROW YOUR BOTTOM LINE WITH BETTER SALES TECHNIQUES

Beverley Murphy (Event Space - Lecture)

Better sales techniques is the single most effective retention strategy we see at MBU. Yet, most businesses are "uncomfortable" selling their services. Your clients want more of what you are offering – why not give it to them! You will learn to get comfortable "selling" and training your staff to sell. We will review the best ways to increase your sales, connect with your clients, and create a sales process. You will learn how to use MINDBODY to facilitate and organize this process, and to quantify whether your sales/sales people are successful. This is one of the easiest way to grow your bottom line.

9-10am

CHOOSE FROM THE FOLLOWING OPTIONS (MUST BE PRE-REGISTERED FOR KPI LABS):

ACCOUNTING FOR NON-ACCOUNTANTS

Rick Stollmeyer (Event Space - Lecture)

Service businesses face unique challenges when it comes to accurately tracking revenues and expenses. The principles of "Cash vs. Accrual" can be confusing to non accounting professionals, but they are hugely important for the kinds of businesses that use the MINDBODY Online Business Manager. We will present these important concepts in a straightforward way, helping you understand the vital signs of your business.

KPI LAB: PRICING (CLASS based business models)

Beverley Murphy, Roxanne Banta (Theatre - Lecture/Lab)

Does your pricing make sense? What are your clients purchasing? How should you price Introductory Offers and Auto-Pay/Memberships? This lab show you how to analyze your pricing and improve it so you make more \$\$ and keep your clients coming back!
(NOTE: you must be pre-registered to attend!)

10-11:15am

MARKETING: WHAT WORKS! (PART II)

Beverley Murphy (Event Space - Lecture)

We will review and evaluate many of the marketing strategies we see at MINDBODY, including Groupon, Google, social media and Open Houses, and help you choose which ones are best for your businesses. We will explore how to target and market to lucrative niche markets. You learn how to create a simple Marketing Plan, create specific targets/goals, so that you can effectively and successfully implement these marketing strategies when you get home.

11:15-12:15pm

CHOOSE FROM THE FOLLOWING OPTIONS (MUST BE PRE-REGISTERED FOR KPI LABS):

INCREASING ONLINE PRESENCE USING GOOGLE ADWORDS

Bob Murphy (Event Space - Lecture)

When traveling, how do you find where the nearest restaurants and wellness services are? More and more people are turning to the internet to find all types of services and products. During this session, we will walk you through setting up an online advertising account with Google Adwords. We will share insights and tips for creating and managing a successful ad campaign to help make your business available at the click of a mouse.

KPI LAB: PRICING (APPOINTMENT based business models)

Roxanne Banta, Nicole Chetaud (Theatre - Lecture/Lab)

Does your pricing make sense? What are your clients purchasing? How should you price Introductory Offers and Auto-Pay/Memberships? This lab show you how to analyze your pricing and improve it so you make more \$\$ and keep your clients coming back!
(NOTE: you must be pre-registered to attend!)

12:15-1pm

THE RECIPE

Rick Stollmeyer (Event Space - Lecture)

Rick founded MINDBODY in his garage in 2001 and has led the company to serve close to 14,000 wellness businesses improving the health and wellness of the world. He will open up the chocolate factory for a special discussion of the secret sauce of successful businesses.

1-2pm Lunch

1:30-2pm

(OPTIONAL) LUNCHTIME TOPIC: CHARM CITY YOGA

Chris Blades (Event Space - Lecture)

Join Chris Blades, MBU alumni and owner of Charm City Yoga, as he shares what systems have transformed his business after implementing strategies learned at MBU. During this informal discussion he will share what has worked, what hasn't, and answer any questions you may have!

2-3pm

CHOOSE FROM THE FOLLOWING OPTIONS (MUST BE PRE-REGISTERED FOR KPI LABS):

GETTING YOUR CLIENTS ONLINE

Kristin Andrews (Theatre - Lecture)

Learn how simple it is to for set up and optimize your MB 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.

KPI LAB: PRICING (CLASS based business models)

Roxanne Banta, Nicole Chetaud (Event Space - Lecture/Lab)

Does your pricing make sense? What are your clients purchasing? How should you price Introductory Offers and Auto-Pay/Memberships? This lab show you how to analyze your pricing and improve it so you make more \$\$ and keep your clients coming back!
(NOTE: you must be pre-registered to attend!)

3-3:45pm

CHOOSE FROM THE FOLLOWING OPTIONS (MUST BE PRE-REGISTERED FOR KPI LABS):

HARDWARE & SELF SIGN-IN

Kristi Nunes (Event Space - Lecture)

The MINDBODY System has a lot of features that allow your sales representatives (or front desk staff) to methodically bring in new clients. If used properly, these tools could help you find sales opportunities you didn't even know existed.

KPI LAB: PRICING (CLASS based business models)

Beverley Murphy, Nicole Chetaud (Theatre - Lecture/Lab)

Does your pricing make sense? What are your clients purchasing? How should you price Introductory Offers and Auto-Pay/Memberships? This lab show you how to analyze your pricing and improve it so you make more \$\$ and keep your clients coming back!
(NOTE: you must be pre-registered to attend!)

3:45-4:45pm

CHOOSE FROM THE FOLLOWING OPTIONS (MUST BE PRE-REGISTERED FOR KPI LABS):

RETAIL: POS, INVENTORY MANAGEMENT & GIFT CERTIFICATES

Kristi Nunes (Event Space - Lecture)

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. We will cover our Sales Rep features, managing prospects and projections, Contact Logs, and related reports.

OPERATIONS AND EFFECTIVE STAFF MANAGEMENT

Roxanne Banta & Kristin Andrews (Theatre - Lecture)

During this session, Roxy will share valuable staff management insights, providing an easy staff MINDBODY training manual and tips for controlling staff access to the software system, and introducing you to the MINDBODY Web Help tools. Learn about all the resources available to you from us so that you can train your staff better and maximize your use of the software.

4:45-5pm

FINAL THOUGHTS

Roxanne Banta & Kristin Andrews (Event Space – Lecture)

You made it. Whew, what a whirlwind MBU can be. What are you going to do with your MINDBODY guru knowledge? Put it to work, of course! We will take a few minutes to breathe, think about what we've covered during the course of our event, and will share the MBU Team Recipe for Success. Thank you for joining us!