

# SCHEDULE: TUESDAY, MARCH 10

8:15 AM – 9:00 AM

## Registration

9:00 AM – 10:00 AM

**MGM Grand**

## Welcome – 5 Crucial Traits of Wellness Entrepreneurs

*Rick Stollmeyer, CEO, Mindbody*

Rick kicks off the event, welcoming you to the campus of the company that he has created and led for over 20 years. He discusses his entrepreneurial journey and highlights the characteristics and qualities that it takes to build businesses that last.

10:00 AM – 10:30 AM

**MGM Grand**

## MBU Logistics

*The Mindbody Education Team*

We introduce the Mindbody University team and share the Mindbody University vision. Learn how to make the most of your three days at the event and the resources and tools available that will help your business grow.

10:30 AM – 12:00 PM

**MGM Grand**

## Marketing Best Practices

*Roxy Borger, Mindbody Certified Business Consultant*

Learn how to create inexpensive but compelling marketing materials and improve your brand. We'll review best practices and the most effective marketing techniques, so you get the most out of your marketing dollars. Through case studies and examples, you'll gain confidence to invest in marketing with proven results.

12:00 PM – 1:30 PM

**MGM Grand**

## Lunch

Lunch will be catered in MGM Grand

1:30 PM – 2:15 PM

**MGM Grand**

## Introduction to Reporting in Mindbody

*Patrick McClintock, MBU Faculty*

The reporting capabilities in Mindbody are immense and sometimes intimidating. This introduction will drill down on the information that is most important to you, make it easier for you to understand the tagging features that help to customize reports, and teach you to store relevant reports in a convenient dashboard.

2:15 PM – 3:30 PM

**MGM Grand**

## **Beginner KPIs: Attendance & Revenue**

*Patrick McClintock, MBU Faculty*

Learn what Key Performance Indicators (KPI) are and better understand the reality of what's working and what's not in your business. We'll look at several Mindbody reports surrounding revenue, attendance, new client growth and average attendance. Learn the best ways to run these reports, industry averages, suggested targets, and set goals for improving your bottom line.

2:15 PM – 3:30 PM

**Focus**

## **Advanced KPIs: Market Segmentation**

*Roxy Borger, Mindbody Certified Business Consultant*

The course takes you through steps in identifying your target market based on the services and products that you currently offer or plan to offer. Learn to identify your product or service's features and benefits. By knowing what your products and services have to offer and what will make customers buy them, you can begin to identify common characteristics of your potential market.

3:30 PM – 3:45 PM

## **15-Minute Break**

3:45 PM – 5:00 PM

**MGM Grand**

## **Digital Marketing**

*Connie Holen, Mindbody Certified Business Consultant*

Business owners often find themselves with little to no knowledge of how to create a digital advertising strategy. This class will show you the best practices to differentiate your business and how to automate your website lead funnel so it is designed to convert.

5:00 PM – 7:00 PM

**MGM Grand &  
Courtyard**

## **Welcome Mixer**

Network with your fellow attendees, as well as Mindbody University staff members, while enjoying food and cocktails.

# SCHEDULE: WEDNESDAY, MARCH 11

9:00 AM – 10:15 AM

**MGM Grand**

## Creating an Irresistible Brand

*Ron Selvey, Vice President Marketing, Mindbody*

Your future clients are interacting with you right now, before they even walk through your doors or book a session. Do you have a marketing strategy that reaches them along every touchpoint of the customer journey? In this session we cover ways to create an integrated and seamless marketing strategy across search, social, and mobile platforms – one that increases your visibility and enhances customer experience and retention.

10:15 AM – 10:30 AM

## 15-minute break

10:30 AM – 12:00 PM

**MGM Grand**

## Beginner KPIs: Retention

*Patrick McClintock, MBU Faculty*

We'll dig deeper into Key Performance Indicator (KPI) reports that measure the retention of a client through their entire journey with you, from first visit, to becoming ongoing members. Learn how to measure the effectiveness of your marketing offers and the rate of your intro offer-to-autopay conversions. Learn the best ways to run these reports, industry averages, suggested targets, and set goals for improving your bottom line.

10:30 AM – 12:00 PM

**Focus**

## Advanced KPIs: Lifetime Value of a Customer

*Roxy Borger, Mindbody Certified Business Consultant*

As your business grows, evaluating the metrics that are driving your success can change over time. This course will help you assess the lifetime value of a client within your business and how to optimize that value. Learn the advanced Key Performance Indicators (KPIs), benchmarks, and growth expectations and how to apply them to your established wellness business.

12:00 PM – 1:15 PM

**MGM Grand**

## Lunch

Lunch will be catered in MGM Grand

1:15 PM – 2:45 PM

**MGM Grand**

## Using Mindbody for Your Sales Process

*Josh Biro, Mindbody Certified Business Consultant*

Improving sales is one of the fastest ways to grow your bottom line. Learn sales best practices, how to create a sales process and how to use Mindbody for effective sales communication and follow-up. Explore ways to train, galvanize and effectively incentivize your entire team, so that everyone is invested in the process.

2:45 PM – 3:00 PM

## 15-minute break

3:00 PM – 4:00 PM

**MGM Grand**

## Using Mindbody for Your Sales Process

*Patrick McClintock, MBU Faculty*

Learn the tools within the software that will help you to implement an effective sales process. Contact logs and tasks can assist in staff communication and help with CRM techniques to organize, while enabling specific auto emails will help to streamline. Automate your correspondence with clients and learn to optimize the copy and informational details within these set-them-and-forget-them resources.

4:00 PM – 5:00 PM

**MGM Grand**

## Industry Breakouts: Marketing & Retention Discussion

*Mindbody One Champions*

Marketing brings people in the door and retention strategies keep them coming back. Use this small group session to discuss proven strategies in marketing, customer service, and retention. Get inspired by your fellow attendees and get ideas for immediate implementation.

# SCHEDULE: THURSDAY, MARCH 12

9:00 AM – 10:00 AM

**MGM Grand**

## Intelligent Pricing

*Roxy Borger, Mindbody Certified Business Consultant*

Learn how to strategically price your services to better optimize your revenue and improve retention. We'll focus on proven strategies and applying these to your existing services and pricing ranges. Discover how to create a foundation for commitment and community.

10:00 AM – 10:15 AM

## 15-Minute Break

10:15 AM – 11:15 AM

**MGM Grand**

## Social Media Marketing

*Josh Biro, Mindbody Certified Business Consultant*

Learn the best practices used for creating social media audiences, running targeted ads, and crafting your social media strategy. Review the major social platforms and how to ensure you are targeting the correct prospects and using the best practices within each social channel.

11:15 AM – 12:00 PM

**MGM Grand**

## Industry Breakouts: Action Plans & Accountability

*Mindbody One Champions*

Enjoy this final small group wrap-up with fellow attendees (and at this point, potential friends). Discuss your takeaways and top action items. Start to develop implementation strategies and share your experience with your cohorts.

12:00 PM – 1:00 PM

**MGM Grand**

## Lunch

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1:00 PM – 2:00 PM

**MGM Grand**

## Autopays, Contracts & Memberships

*Patrick McClintock, MBU Faculty*

Increase revenue and client retention through Autopays, our automatic billing feature. Explore the Contracts feature to make recurring revenue effortless. Learn how to set up memberships so that clients receive perks and special privileges for being loyal to your business.

2:00 PM – 2:15 PM

### 15-Minute Break

2:15 PM – 3:15 PM

**MGM Grand**

### Staff Management: Strategy, People, Performance & Leadership

*Roxy Borger, Mindbody Certified Business Consultant*

This session will cover valuable staff management insights to help you operate your business more effectively. We'll start with a foundation of leadership. We'll discuss hiring, training and incentivizing a great team, staff performance reporting and recommended software permissions to protect your business. Learn about the specific resources available within Mindbody that will help train your staff more efficiently.

3:15 PM – 3:45 PM

**MGM Grand**

### Staff Profiles, Payrates, & Commissions

*Patrick McClintock, MBU Faculty*

Staff profiles provide a comprehensive summary of relevant information on your staff members. Learn about the fields and features available on your staff profile screen, as well as efficient ways to set up pay rates for each staff member and apply these to your class or appointment schedule as needed.

3:45 PM – 4:00 PM

**MGM Grand**

### Raffles & Prizes

*MBU Team*

You made it! What are you going to do with your Mindbody knowledge? This session is a fun-filled conclusion to MBU, with prize giveaways and final insights.

\*This schedule may adapt according to attendee needs, but we'll let you know immediately if that happens.