

**FRIDAY, APRIL 29**

**OWNERS**

**COACHES**

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**08:00 - 09:20**

*Registration*

**09:45 - 10:15**

*Welcome from Per Mattsson & Henrik Almers*

**10:15 - 13:30**

*The Brand X Method workshop with founders Jeff & Mikki Martin*

**10:15 - 11:15**

*Leading with Kindness.*

Erik Blomberg - Eleiko

**10:15 - 11:15**

*The coach & virtuosity in coaching*

Karl Steadman - Crossfit

**11:15 - 12:30 LUNCH BREAK**

**12:30 - 13:30**

*Scaling a company fast.*

Kaleda Connell - Two Brain Business

**12:30 - 13:30**

*Nutrition & lifestyle coaching.*

Jason Crowe - Precision Nutrition

**13:50 - 14:50**

*How to hire the dream team.*

Jeff Jucha - Two Brain Business

**13:50 - 14:50**

*Workshop - Lassi Karonen*

*Concept 2*

*Train with Marcus Filly*

**15:00 - 16:00**

*Strategic partnerships & how they can grow your business.*

Jason Crowe - Precision Nutrition

*Workshop - Anders Lindsjö*

**15:00 - 16:00**

*Workshop - Lassi Karonen*  
*Concept 2*

*Train with Marcus Filly*

SATURDAY, APRIL 30



OWNERS

COACHES

**08:45 - 09:45**

*Base-Build-Boost*

*A Roadmap for Youth Business Success.*

Jeff & Mikki Martin - Brand X Method

**10:10 - 12:20**

*Story brand marketing*

*How to speak to your ideal clients.*

Per Mattsson & Oskar Johed

**11:20 - 12:20**

*Workshop - Lassi Karonen*

*Concept 2*

**08:45 - 09:45**

*Coach vs computer*

*Building a successful coaching career in an increasingly digital world.*

Jim Crowell - JWC Advisory

**10:10 - 11:10**

*Influencing human behaviour*

*What conversations with clients has taught me about people & how to coach them.*

Vicent Miceli

**11:20 - 12:20**

*Functional BodyBuilding*

*Build fun & varied fitness programs without burning out your clients.*

Marcus Filly -Functional BodyBuilding

**12:20 - 13:30 LUNCH BREAK**

**13:30 - 14:30**

*International expansion & value creation to affiliates.*

Gary Gaines - CrossFit HQ

**14:50 - 15:50**

*Making career coaches.*

Kenny Markwardt - Two Brain Business

**14:50 - 15:50**

*Make a career as a coach.*

Kalle Solberg - Two Brain Business

**16:00 - 17:00**

*Use customer feedback to increase retention.*

Jochem Oldenbroek - UnScared Fitness

**16:00 - 17:00**

*Workshop - Marcus Filly*

*Workshop - Anders Lindsjö*

*Workshop - Lassi Karonen Concept 2*



SUNDAY, MAY 1

OWNERS

COACHES

**09:00 - 10:00**

*The future of fitness debate with Q&A*

Jim Crowell, Vincent Miceli & Jason Crowe

**10:30 - 11:30**

*Take care of Yourself, so you  
can take care of business.*

Colm O'Reilly - Two Brain Business

**10:30 - 11:30**

*Developing a high performance  
team.*

Daniel Chaffey - CrossFit HQ

**11:30 - 12:30 LUNCH BREAK**

**12:30 - 13:30**

*Increasing certainty.  
Save time & increase your probability of  
success with the thousands of decisions  
you face daily.*

Jim Crowell - JWC Advisory

**12:30 - 13:30**

*Marketing beyond advertising.*

Kaleda Connell - Two Brain Business

**13:45 - 14:30**

*Closing discussions together with Per Mattsson & Henrik Almers.*