

## EHFA 3<sup>rd</sup> European Fitness Forum

Madrid, 10 & 11 May 2010

PROGRAMME	
<b>Monday 10th May 2010</b>	
12.00 – 13.30	<b>Registration and Lunch:</b> Universidad Europea de Madrid (UEM)
13.30 - 13.45	<b>Welcome</b> from Dean UEM, <i>Juan Mayorga</i> , FNEID President, <i>Hortensia Vigil</i> ; and EHFA President, <i>Harm Tegelaars</i> .
13.45 - 14.00	<b>Setting the scene:</b> latest developments from around Europe: <i>Herman Rutgers</i> , EHFA Executive Director
14.00 – 15.00	On the theme of benefits of <b>Fitness for Seniors</b> "Some Living Examples" <i>Dr John Searle</i> and <i>Dr Charles Eugster</i>
15.15 – 15.30	Coffee break
15.30 – 16.30	<b>Personal Training:</b> Professionalism or Profitability <i>Nic Jarvis</i>
16.45 – 17.30	<b>Reebok Jukari Workout</b> Exercise Experience in the Gym
18.00-19.00	<b>Free time at the Hotel. Get Ready to continue the experience!</b> <i>(Coaches depart to Bernabéu Stadium at 19h)</i>
21.00 – 00.00	<b>Dinner at Bernabéu Stadium</b> with a speech from <b>Emilio Butragueño</b> ( <i>Director of Real Madrid Sports Science School, and famous ex football star</i> )
<b>Tuesday 11th May 2010</b>	
7.30 - 9.00	Breakfast at the Hotel. Coaches leave for the UEM
9.30 – 10.30	<b>The Future of Fitness Education</b> <i>Alfonso Jiménez</i> , Chairman EHFA Standards Council and Prof. Greenwich University, London
10.30 – 11.00	Coffee break
11.00 – 12.00	<b>The Future of Fitness:</b> Les Mills White Paper presentation by <i>Xavier Martins Dias</i> followed by discussion
12.00 – 12.30	<b>Speakers Panel:</b> questions and answers on morning session
12.30 – 12.45	Concluding remarks
12.45 – 13.45	Lunch at the UEM Campus
14.00 – 17.00	Optional afternoon Club visits by coach: <b>Reebok, O2, Metropolitan</b> (extra cost €30)

**What is the Forum?** The Forum brings together key speakers and industry leaders to explain the way forward to professionalise the European fitness industry. This can only be done by improving business through the raising of standards.

**Who should attend?** Owners, operators, managers, training providers, key industry partners and exercise professionals.



### Venue:

The Forum will take place at the **European University of Madrid**, located on the Campus de Villaviciosa de Odón, Campus Universitario - Edificio B, c/ Tajo, s/n., Urbanización El Bosque, Villaviciosa de Odón, 28670 – Madrid.

### Registration:

The participation fee of **€ 129** includes: conferences (translation from English into Spanish for some parts of the program), lunches, refreshments and the dinner at the Real Madrid Stadium (please see attached a registration form to be returned by **fax to +32 2 642 90 44**).

### Hotel Accommodation:

EHFA has booked a number of rooms at **Hotel Quo Godoy\*\*\*\*** with a preferential rate of **€ 75** for a Single room and **€ 82** for a Double room (excluding 7% taxes but including breakfast).

To book a room, please send the attached booking form directly to **Quo Godoy Hotel** ([godoy.jrecep@hotelesquo.com](mailto:godoy.jrecep@hotelesquo.com)) with your credit card details. The hotel will confirm your registration with you.

**PLACES ARE LIMITED SO AN EARLY RESERVATION IS RECOMMENDED!**

**TO BOOK YOUR PLACE AT THE FORUM, PLEASE RETURN THE PARTICIPATION FORM BY FAX TO +32 2 642 90 44.**  
You can also view information about the Fitness Forum on <http://www.ehfa.eu/157.html>