

May 2nd, 2012

Woburn House Conference Centre, London

Following the success of our seminars in 2010 and 2011, we are pleased to announce details for the 2012 Active Ageing Seminar. Previous events have sold out early and been a great success, with excellent feedback from delegates, speakers and partners.



The 2012 Active Ageing Seminar will inform and inspire all wellness professionals who work with, or would like to work with, older adults. Delegates will include fitness instructors and teachers; physical activity leaders; occupational therapists; physiotherapists; exercise specialists; physical activity coordinators; public health professionals; health club managers and anyone else working in or interested in learning about older adult wellness.

Seminar delegates will enjoy hearing from and meeting a selection of inspiring speakers. There will also be structured group discussion and networking sessions. The morning sessions will focus on reaching out to our target and marketing our services. In the afternoon we will look at successful programme delivery and client retention. Topics covered will include:

- Active Ageing Update
- Marketing: Focus on Branding; with Nordic Walking UK case study
- Using the New Functional MOT to raise awareness and increase participation
- Exercise and Cognitive Function: what you need to know and how 'brain fitness' can be used as a marketing and retention tool.
- PAR-Qs: latest developments, best practice and what this means for the industry
- Age Appropriate People, Places & Programmes



Feedback from delegates at previous Active Ageing Seminars

Overall the seminar was the best I have attended. Excellent programme, brilliant and relevant speakers, well organised. I found the whole event inspiring, enlightening and interesting. It provided me with ideas to move forward with. Thank you for providing this event and I hope to attend again in the future.

It was a well organised and informative day, and I enjoyed the lunch and the lively and welcoming environment.

Enjoyable and stimulating event. Many thanks!

Ensure you are at the forefront of the fast-growing Active Ageing Movement- book NOW!

Seminar Tickets: £105

See website for special offers and group discounts

Seminar website: www.vidanetwork.co.uk

Online booking: www.activeageingseminar2012.eventbrite.co.uk



With thanks to our
event partners:



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Seminar Programme

- 9.30 **Registration, Refreshments & Networking**
- 10.00 **Introductions and Welcomes**
- 10.10 **Active Ageing Update**
- 10.30 **Morning session: Marketing our services – How to reach your customers and participants**
Branding: What is it and what can it achieve? – Tom Ellis, Brand Genetics
Building a Brand for Nordic Walking UK – Gill Stewart, Programme Director, Exercise Anywhere
Raising Awareness: Using the Functional MOT – Professor Dawn Skelton, Professor in Ageing and Health, Glasgow Caledonian University
- 11.45 **Networking break**
- 12.00 **Active Ageing in Japan** – Norman Smith, HUR Health & Fitness
- 12.05 **Enhancing your Programme Marketing: Brain Fitness** – Claudine Aherne, Founder, Vida Wellness
- 12.30 **Group discussion and information exchange**
- 1.00 **Networking lunch**
- 2.00 **Afternoon session: Keeping our participants – how good are we?**
'Age-Appropriate' People, Places & Programmes: what works and why - Bob Laventure, BHF National Centre for Physical Activity and Health, Loughborough University
A good start for who? Best practice in using the PAR-Q – Kim Buxton, Project Manager, Primary Care, BHF National Centre for Physical Activity and Health, Loughborough University
- 3.00 **Networking break**
- 3.15 **Instructor skills and qualities: making a difference** – Robin Gargrave, Training, Education and Community Health Consultant
- 3.45 **Highlights and learning from the day**
- 4.00 **Seminar closes and departures**

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