






# MBU Sydney\*

	Pre-registration Required		Technical Topic		Business Topic		Recommended if it's your first MBU		Webinar Version Included
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MONDAY, 10 AUGUST 2015

8:15-9:00AM

## REGISTRATION

*MBU Staff*

9:00-10:00AM

## WELCOME

*Marina de la Torre, Sr. Director of Client Education*

We'll kick off our event by introducing the MINDBODY University faculty and sharing the MINDBODY corporate vision. Learn how this vision will enable your business to thrive, grow and take your business to new levels of success.

10:00-11:00AM

## MARKETING BEST PRACTICES: PART 1

*Emily Nelson Webb, Consulting Senior Manager*

Learn how to create inexpensive, but compelling marketing materials and improve your brand. We'll review best practices and the most effective marketing techniques, from Groupon to guerilla marketing, so you get the most out of your marketing dollars! Through case studies and examples you will gain confidence to invest in marketing with proven results! Introductory offers are one of the most powerful tools to bring new clients to your business. Find out how to create and price them effectively to generate more new clients and keep them coming back.

11:00-11:15AM

## 15 MINUTE BREAK

11:15AM-12:15PM

## ONLINE MARKETING: MAKING THE MOST OF YOUR ONLINE PRESENCE

*Marina de la Torre, Sr. Director of Client Education*

This course introduces web-based marketing and promotion, and online marketing strategies for customer acquisition. Learn how to optimize search engines and explore best practices for website design. A thorough understanding of each one of these aspects is necessary to cultivate a successful online marketing campaign.

12:15-12:30PM

## INTEGRATED PARTNER SOLUTIONS: LIVEEDIT

*Scott Kleinfeld, Account Executive*

Powered by Aurora, LiveEdit's complete digital marketing platform, you can seamlessly display your most important MINDBODY customer-facing services on your full website or your mobile web app. Aurora also gives you easy drag-and-drop content control, email marketing, blogging and more – in one location, and all in a search-engine friendly package.

12:30-1:30PM

## LUNCH

1:30-2:30PM

### CLIENT MANAGEMENT

**Denise Lund, Premium Account Coordinator**

This session will explore the vast depth of features within the *Client Profile* screens that you can use to manage your client's information. We will cover all of the *Client Profile* screens and you will learn about Client Relationships, Client Alerts, Contact Logs, as well as an introduction into Client Types and Client Indexes.

2:30-3:30PM

### KPI: ATTENDANCE & REVENUE

**Emily Nelson Webb, Consulting Senior Manager**

We'll look at Key Performance Indicator (KPI) reports that show revenue, attendance, new clients, and average attendance. Learn how to track and run these reports and what they tell you about your business.

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3:30-3:45PM

## 15 MINUTE BREAK

3:45-4:45PM

### MANAGING YOUR CLASS SCHEDULE

**Denise Lund, Premium Account Coordinator**

We'll focus on everyday uses of the class schedule, plus advanced reservation features including options for controlling online scheduling, reservation related auto-emails, the reservation waitlist, and more. *NOTE: This session doesn't cover how to schedule a class.*

### MANAGING YOUR APPOINTMENTS

**Kristin Andrews, Premium Services Team Lead**

You'll learn about many appointment options, features and reports, such as appointment requesting and appointment booking. *NOTE: This session will not cover the appointment pre-requisite set up and the steps necessary to launch an appointment schedule.*

5:00-7:00PM

## WELCOME MIXER

Join us after your first day and meet like-minded business people and our MINDBODY University staff! Drinks and appetizers provided by LiveEdit.

TUESDAY, 11 AUGUST 2015

8:30-9:30AM

**SALES TECHNIQUES**  

**Emily Nelson Webb, Consulting Senior Manager**

Improving sales is one of the fastest ways to grow your bottom line! Learn best sales strategies, how to create a sales process, and how to use MINDBODY for sales communications and follow-up. Many businesses are not comfortable with “sales.” Being a “sales” person is really just sharing your knowledge and love of what you do. In this talk we’ll help you find the techniques that work best for you.

9:30-10:30AM

**KPI: RETENTION**   

**Emily Nelson Webb, Consulting Senior Manager**

Improve your retention and grow your business! We’ll look at Key Performance Indicator (KPI) reports that measure retention to see if your clients are coming back, if your Groupon offers are effective, and what your intro offer to AutoPay conversion rate is. Learn how to use reports such as the No-Return Report, so you can reach out to clients who haven’t been back to your business.

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10:30-10:45AM

**15 MINUTE BREAK**

10:45-11:45AM

**USING MINDBODY FOR MARKETING** 

**Kristin Andrews, Premium Services Team Leader**

Keep your schedule full and increase your revenue through targeted client marketing. Learn how to use Client Types and Client Indexes to categorize your clients, track information such as ability level, interest, and primary reason for visiting, then how to measure the success of your marketing campaigns with ease by combining various reports with tagging. We will also cover the new marketing tools (Accelerate) including highly successful win-back email campaigns.

11:45AM-12:00PM

**INTEGRATED PARTNER SOLUTIONS: HEALCODE**

**Andy Miles, Director of Marketing at HealCode**

HealCode creates tools to take your MINDBODY data and embed it right into your website, or any place on the web. By using HealCode widgets, you can place “live” schedules, forms to gather client information, and updated teacher and class lists, right on your website pulling the data right from MINDBODY. No more double entry or out-of-date website!

12:00-1:00PM

**LUNCH**

1:00-2:00PM

## CLIENT RETENTION

**Emily Nelson Webb, Consulting Senior Manager**

Marketing brings people in the door; retention strategies keep them coming back! Retention is a cost-effective way to grow your bottom line. Did you know that it takes 5 times longer (and costs more) to bring in new clients than to retain them? Retention is one of the biggest problems cited by MINDBODY clients. This session will outline simple, proven strategies in customer service and pricing. MINDBODY University is a virtual clearinghouse of retention best practices. Get inspired by these success stories and learn how to immediately implement these ideas and see your retention increase.

2:00-2:45PM

## INDUSTRY BREAKOUTS

**MBU Staff**

During these break-out sessions you will meet in small groups with people who are in your industry to discuss the latest trends and hear what is working for your colleagues, and what isn't. This is monitored by MBU staff.

2:45-3:00PM

## 15 MINUTE BREAK

3:00-4:00PM

## CREATING A VIABLE BUSINESS

**Marina de la Torre, Sr. Director of Client Education**

Learn 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.

4:00-5:00PM

## OPTIMIZING YOUR SCHEDULE

**Denise Lund, Premium Account Coordinator**

Health, wellness, and beauty businesses often struggle with creating the perfect schedule and availability. Should you add more classes? How can you tell which classes, appointment types, staff, days/times of the week are doing well? In this session, you will learn how to improve your schedule so that your capacity is full and you are profitable. You will learn schedule related tips & tricks in MINDBODY, as well as some reports to help you make scheduling decisions.

8:30-9:30AM

**STAFF MANAGEMENT: STRATEGY, PEOPLE, PERFORMANCE and LEADERSHIP**  

*Emily Nelson Webb, Consulting Senior Manager*

During this session, learn valuable staff management insights to help you operate your business more effectively. We will discuss how to hire and train a great team, performance reporting and incentives for staff, and recommended software permissions to protect your business. Learn about resources available to you so you can train your staff better and maximize your use of the software.

9:30-10:30AM

**KPI: PRICING**   

*Emily Nelson Webb, Consulting Senior Manager*

This session is for class-based businesses. Learn how to strategically price your classes to realize your true revenue potential! We'll analyze what series are selling, how to improve pricing, and specifically how to price a membership.

**KPI: PRICING**   

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10:30-10:45AM

**15 MINUTE BREAK**

10:45-11:45PM

**RETAIL & INVENTORY MANAGEMENT** 

*Kristin Andrews, Premium Services Team Lead*

Learn all there is to know about product management and even some of our tips & recommendations. We'll cover basic product management as well as advanced topics, including inventory management, related reporting, online store orders, purchase order management, using and selling gift certificates.

**KPI: PRICING (ALL LEVELS – APPOINTMENT BASED BUSINESSES ONLY)**   

*Emily Nelson Webb, Consulting Senior Manager*

This course is designed for appointment-based businesses only. Learn how to strategically price your appointments/sessions to realize your true revenue potential! We'll analyze what series are selling, how to improve pricing, and specifically how to price a membership.

11:45AM-12:45PM

**LUNCH**

12:45-1:45PM

## **AUTOPAYS, CONTRACTS & MEMBERSHIPS**

**Denise Lund, Premium Account Coordinator**

Learn how easy it is to increase revenue and client retention through our automatic billing features, AutoPays. Use 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. In your KPI Pricing Lab, you'll use a worksheet that will help you price your AutoPay perfectly.

## **WORKSHOPS & SPECIAL EVENTS**

**Kristin Andrews, Premium Services Team Lead**

You'll learn about many workshop related features such as setting up payment plans and tagging clients from a roster. We'll go over enrollment specific options and learn how to set up and schedule courses—did you know you can "bundle" workshops together?

1:45-2:45PM

## **GETTING YOUR CLIENTS ONLINE**

**Denise Lund, Premium Account Coordinator**

Learn how simple it is to set up and optimize your MINDBODY system for eCommerce and web scheduling. Whether you are a veteran at accepting online reservations or just considering the idea, this topic will explore all the screens necessary to check before you allow your clients onto your MINDBODY online store. We will also discuss the different options for connecting your website to MINDBODY, and the importance of testing everything in Consumer Mode. This topic can increase your revenue and reduce your administrative hassles, while improving your client satisfaction.

2:45-3:00PM

## **15 MINUTE BREAK**

3:00-3:45PM

## **MARKETING BEST PRACTICES: PART 2**

**Emily Nelson Webb, Consulting Senior Manager**

Learn how to target lucrative niche markets and "Blue Oceans," and basic survey techniques to find out what your clients want. You will also review and evaluate marketing strategies including Groupon, Google, and other social media, as well as be provided with documents to create a basic marketing plan. You will learn the best way to track referral sources, and what this tells you about your marketing efforts.

3:45-4:15PM

## **RAFFLES & PRIZES**

You made it! What are you going to do with your MINDBODY guru knowledge? Put it to work, of course! Join us in the closing ceremony for prizes, awards and a raffle. This is a fun-filled session to end MBU. Thank you for joining us!

\*Schedule subject to change