

2017



SCHEDULE

MARTIAL ARTS PROFESSIONALS CONFERENCE

FRIDAY AUGUST 4 BUSINESS

7:00am-7:45am	EARLY MORNING WORK OUT (TANGO ROOM)		
	ALPHA ROOM	BRAVO ROOM	ECHO ROOM
8:00am-9:00am	Low Cost & No Cost Income Generating and Marketing - Rondy Mckee	Pro Shop and Merchandising - Paul Reavlin	Metrics: Knowing the Right Numbers to Measure and Drive Your Business - Chris Rappold
9:15am-10:15am	20 New Concepts For 2017 For Increasing Your Success - Zulfi Ahmed	Social Media Ad Landing Page - Trends/New Options & Strategies - Timothy Sarazen	How to Recruit New Instructors - Paul Garcia
10:30am-11:30am	Membership Sales - Erik Charles Russell	7 Marketing Tips to Get Your Students Referring New Members - Fred DePalma	Martial Arts School Websites 101 - Tim Sarazen
11:30am-12:30pm	Business Round Table Hosted by Revgear with Lunch Sponsored by Member Solutions (ALPHA ROOM)		
12:30pm-1:45pm	How Does the Initial Sale, Pricing and Retention All Fit Together - Bill Clark	It Takes a Village: The Value of a Strong School Culture - Chris Mierzwiak	Building a Better Online Brand - How Facebook Changes Affect Your Image & How it Stacks Up to Snapchat - Alexandria Buzzell
2:00pm-3:00pm	Sales Training: Developing Your People Into Sales People - Pete Hardy		Retention, Recruiting and Referrals - Dave Kovar
3:15pm-4:15pm	Writing Blogs and Elevating Yourself As The Community Expert - Katalin Zamiar	How to Improve Retention When Teaching For Combat Sports Like BJJ, MMA & Muay Thai - Chris Stolzman	Level Up Your School! - AJ Draven
4:30pm-6:00pm	WELCOME AND KEY NOTE SPEAKERS (BRAVO ROOM)		

SATURDAY AUGUST 5 MARTIAL ARTS SELF-DEFENSE FITNESS MARTIAL ARTS FOR KIDS

8:00am-9:15am	DIRTY BOXING FOR MMA WITH RANDY COUTURE (BRAVO ROOM)		
9:30am-11:00am	Submission Grappling - Erik Paulson (BRAVO A ROOM)	Defenses Against Attacks In Tubular Environments: Trains, Buses, Large Trucks, and Hallways - Part 1 - Darren Levine (BRAVO B ROOM)	Strength and Conditioning - Matt Brown (TANGO ROOM)
11:15am-12:30pm	DellaGrotte Karate - Mark DellaGrotte (BRAVO A ROOM)	Defenses Against Attacks In Tubular Environments: Trains, Buses, Large Trucks, and Hallways - Part 2 - Darren Levine (BRAVO B ROOM)	Muay Thai Fitness - Katalin Zamiar (SIERRA ROOM)
LUNCH			
1:15pm-2:45pm	Muay Thai - Rafael Cordeiro (BRAVO B ROOM)	In Da Club: Surviving Bar Brawls, Club Chaos, and Event Encounters - Ryan Hoover (TAC ROOM)	Project Level Up Get-Fit Challenge - AJ Draven (TANGO ROOM)
3:00pm-4:30pm	Wing Chun Kung Fu - Francis Fong (BRAVO A ROOM)	Ground Rules: Self Defense For When The Fight Goes To The Concrete - John Whitman (BRAVO B ROOM)	RevFit - Paige Hardy (TANGO ROOM)
4:45pm-6:00pm	Break Like a Champ - Chip Townsend (BRAVO B ROOM)	Self Defense Stress Drills - John Whitman (BRAVO A ROOM)	Strikefit - Rachel Greenbaum (BAG ROOM)
SUNDAY AUGUST 6			
9:00am-10:15am	Clinch Control: Using Judo and Wrestling To Set Up Strikes and Takedowns While In The Clinch - Ryan Hoover (BRAVO A ROOM)	Defenses Against Active Shooter With Tactical First Aid - Part 1 - Pete Hardy, Rick Smith & Shawn Thornton (TANGO ROOM)	Combative Games & Drills - Tim Mousel (BRAVO B ROOM)
10:30am-11:45am	Combat Blade - Apolo Ladra (ALPHA ROOM)	Defenses Against Active Shooter With Tactical First Aid - Part 2 - Pete Hardy, Rick Smith & Shawn Thornton (CLASS ENDS AT 1:00PM) (TANGO ROOM)	Rapid Results: Strength and Conditioning - Amber Staklinski (TANGO ROOM)

ADDITIONAL PRE-CONVENTION WORKSHOPS & CERTIFICATIONS

	WEDNESDAY, AUGUST 2 - DAY 1	THURSDAY, AUGUST 3 - DAY 2
8:00am-4:00pm		Kali4Kids Certification and The Gathering - Day 2 - Apolo Ladra (WHISKEY ROOM)
8:00am-4:00pm	Kali4Kids Certification and The Gathering - Day 1 - Apolo Ladra (WHISKEY ROOM)	Kid Jitsu - Level 1 Certification - Larry Shealy (BRAVO ROOM)
9:00am-5:00pm	Strikefit Certification - Day 1 - John Whitman (BAG ROOM)	Strikefit Certification - Day 2 - John Whitman (BAG ROOM)

POST-CON INSTRUCTOR TRAINING & WORKSHOPS

	SUNDAY, AUGUST 6
11:00am-2:00pm	Instructor Boot Camp Powered by The Satori Alliance - Dave Kovar (BRAVO A ROOM)

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