



9th Annual Planet Fitness Franchise Conference

MGM Grand, Las Vegas, October 2nd-4th, 2013

Agenda

Wednesday, October 2nd

- **9:00am - 5:00pm** – Registration, (MGM Grand Conference Center, 3rd Floor – Premier, Pre-Function Area)
- **5:00pm – 7:00pm** – **Franchise Advisory Council Meeting** – (MGM Grand Conference Center, 3rd Floor, 301 & 302)
- **8:00pm - 11:00pm** – Poolside Welcome Party (MGM Grand, Producer's Pool)

Thursday, October 3rd

- **8:00am - 11:00am** – (Breakfast – Buffet in Premier, Pre-Function Area – Seating in Premier Ballroom, 309-314)
- **8:00am - 11:00am** – Vendor Showcase (Premier Ballroom, 309-314)
- **11:00am - 1:30pm** – **General Session** (Premier Ballroom, 315-320)
 - Corporate Presentation (11:00am – 12:15pm)
 - Keynote Speech (12:15pm-1:00pm) – Hall of Fame Quarterback, Steve Young
 - Franchisee Awards (1:00pm – 1:30pm)
- **1:30pm - 2:30pm** – **Lunch** (Buffet in Premier, Pre-Function Area – Seating in Premier Ballroom, 309-314)
 - **2:45pm - 4:30pm** – Vendor Showcase (Premier Ballroom, 309-314)
 - **2:45pm – 4:30pm** – **Breakout Sessions**
 - **2:45pm - 3:30pm** (choose one session)

- Visionary Owners (Franchisees) – 304 & 305
 - Regional Manager Panel (Operations Teams & Regionals) – 306 & 307
 - Club Build Out (Franchisees) – 308
 - Franchisee Financing Panel (Franchisees) – 302
- **3:45pm – 4:30pm** (choose one session)
 - Visionary Owners (Franchisees) – 304 & 305
 - PE @ PF Focus Groups (Franchisees, Operations Teams & Regionals) – 306 & 307
 - Site Selection, Market Planning & Lease Negotiation (Franchisees) – 308
 - Life Fitness – Service & Technology (Franchisees) – 302
- **6:00pm – 7:30pm** – Happy Hour (*Hakkasan – MGM Grand*)

Friday, October 4th

- **8:00am - 9:00am** – Breakfast (*Buffet in Premier, Pre-Function Area – Seating in Premier Ballroom, 310-311*)
- **9:00am - 10:00am** – **General Session** (*Premier Ballroom, 315-320*)
 - 2014 NAF Marketing Plan
- **10:15am - 12:00pm** – **Breakout Sessions**
 - **10:15am – 11:00am** (choose one session)
 - Visionary Ops & Regionals (Operations Teams & Regionals) – 304 & 305
 - Site Selection, Market Planning & Lease Negotiation (Franchisees) – 308
 - Local Marketing Best Practices (Franchisees, Operations & Regionals) – 306
 - Spectrum Marcom Site (Franchisees, Operations Teams & Regionals) – 301 & 302
 - **11:15am – 12:00pm** (choose one session)
 - Visionary Ops & Regionals (Operations Teams & Regionals) – 304 & 305
 - Brand Excellence (Franchisees) – 306 & 307
 - Why Go Checking Only? (Franchisees, Operation Teams & Regionals) – 308
 - Regional Co-Ops (Franchisees) – 301 & 302
 - **12:15pm – 1:00pm**
 - Brand Excellence (Franchisees) – 306 & 307
 - Energizing Teams / Leadership (Operations Teams & Regionals) – 304 & 305
 - Local Marketing Best Practices (Franchisees, Operations & Regionals) – 301 & 302
 - PE @ PF Focus Groups (Franchisees, Operations Teams & Regionals) – 309

- **1:15pm - 2:30pm – Lunch / Closing Remarks** (*Buffet in Premier, Pre-Function Area – Seating in Premier Ballroom, 310-311*)