

Entrepreneur Agenda

Here's an example of what BOLD can look like for entrepreneurs like you. Choose from our variety of wellness classes and breakout sessions to make BOLD your own.

See the full conference agenda [here](#).

TUESDAY, AUGUST 13

- 4:00 PM – 5:00 PM **Speed Networking**
Meet fellow BOLD attendees in a quick and fun speed networking session. Don't forget business cards!
- 5:30 PM – 6:30 PM **Video is Changing Everything: How to Stand Out on Social**
Sally Sargood | Social Media Strategist, Animoto
Fitness is a visual business. But how do you create shareworthy social videos that engage your audience and drive real-world results? Learn key video marketing strategies to bring video into your existing marketing and differentiate your brand.
- 6:30 PM – 7:30 PM **Welcome Mixer**
Stop by our mixer to mingle and get to know fellow attendees.

WEDNESDAY, AUGUST 14

- 7:00 AM – 7:45 AM **Join us for a one of our unique wellness class offerings**
- 8:15 AM – 8:30 AM **Conference Kickoff: Rick Stollmeyer, MINDBODY CEO**
- 8:30 AM – 9:30 AM **Keynote Speaker**
More information on our keynote speakers coming soon—stay tuned!
- 9:30 AM – 10:00 AM **Expo Hall and MINDBODY Experience Lounge Open**
Get to know our partners and discover how they can add even more power to your business. Then, visit with MINDBODY team members to explore the latest product and feature updates. One-on-one tech support consultations are also available.

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- 10:00 AM – 11:00 AM **State of the Industry: MINDBODY Data Insights**
Data is critical for understanding the health of your business, and it often tells a bigger story about the health of the industry. Join us for exclusive insights and trends we see throughout the wellness industry, including consumers trends and city-specific data in America.
- 11:00 AM – 1:00 PM **Break and Expo Hall**
- 11:30 AM – 12:15 PM **Join us for a one of our unique wellness class offerings**
- 1:00 PM – 2:00 PM **Redefining the "New Client" for 2020 and Beyond**
Ingrid Thompson | Founder, Healthy Numbers, Inc.
There's a new wave of clients for the health and fitness industry. Many of them go unnoticed, but they're just waiting for an opportunity to join in. This session will cover who these new clients are, and how you can bring them into your business.
- 2:15 PM – 3:15 PM **Conversation with Jill Dailey**
Jill Dailey | Owner and Founder, The Dailey Method
Don't miss this talk with the founder of the Dailey Method, moderated by a MINDBODY executive.
- 3:30 PM – 4:30 PM **Enterprise Panel**
Moderator and Panelists | To Be Announced
Ask some of the biggest names in boutique fitness and wellness about their experiences. MINDBODY enterprise clients will discuss success, obstacles, and leadership development in the ever-evolving landscape of fitness, as well as the shifting marketplace of wellness.
- 4:30 PM – 6:00 PM **Expo Hall and MINDBODY Experience Lounge Open**
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- 8:00 PM – 11:00 PM **BOLD Bash**
Unwind and celebrate BOLD 2019 with live music, food, drinks, and dancing at the House of Blues, Anaheim.

THURSDAY, AUGUST 15

7:00 AM – 7:45 AM

Join us for one of our unique wellness class offerings

8:00 AM – 4:30 PM

Expo Hall and MINDBODY Experience Lounge Open

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8:30 AM – 9:30 AM

How I Get 150 New Clients Each Month from Facebook, Instagram, and YouTube

Ian Weinberg | Owner and Chief Motivation Officer, Ian Fitness

Discover Ian's social media and digital marketing strategy that fills his 10 brick and mortar personal training and boot camp studios with more than 150 new clients every month—and how you can get your first five new clients before this presentation is over.

9:45 AM – 10:45 AM

Visionary Leadership

Luke Carlson | CEO, Discover Strength

Explore how great leaders inspire a shared vision, articulate that vision, and then bring that vision down to the ground to create results. This presentation takes a leader through the six key elements of the vision component of the business, and the necessary steps to becoming a visionary company.

11:00 AM – 12:00 PM

Stop Chasing Clients, Get Them to Come to You Instead

Lisa Simone Richards | PR and Visibility Strategist, Lisa Simone Richards, Inc.

How do fitness professionals stand out and attract their ideal client in a highly saturated industry? Learn how to easily fill your programs and build a waitlist of clients without spending big bucks on marketing and advertising. Don't be just another fitness brand—be THE fitness brand.

12:00 PM – 2:00 PM

Break and Expo Hall Open

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12:30 PM – 1:15 PM

Join us for one of our unique wellness class offerings

2:00 PM – 3:00 PM

MINDBODY Product News

Hear the latest product and feature news from MINDBODY, and get a sneak peek at what's coming.

3:00 PM – 4:15 PM

Keynote Speaker: Rachel Hollis

4:15 PM – 4:45 PM

Expo Hall and MINDBODY Experience Lounge Open

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4:45 PM – 5:30 PM

Leadership Panel Discussion

Hear from some of the industry leaders who've seen success in boutique fitness and wellness as they share their experiences and answer your questions.

Love what you see?

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