



ILAM Conference & Exhibition

**Mount Wolseley Hotel, Spa & Country Club
12th & 13th October 2011**

STANDARDS • ENDURANCE • INCLUSIVITY • NETWORKING
Keeping Afloat in Choppy Waters!

Wednesday 12th October

13.00 **AGM**

13.30 **REGISTRATION & EXHIBITION TEA/COFFEE**

14.00 **WELCOME** – Susan Grady ILAM President

14.15 **Key Note - Dr. Paul Bedford consultant with The Leisure Database Company**

Paul will use data from the UK State of the Industry Report to identify where the challenges within the Fitness Industry, will come from in the next 10 years. Whilst the report is based on UK data, similar trends are being tracked across Europe these include changes to the business model, diversification of the market and the introduction of competitive activities all of which will impact the way do business.

15.15 **ONLINE MARKETING IN THE 'SOCIAL ERA'**

Maeve Kneafsey, Elucidate, one of Ireland's leading online strategy development and implementation companies. Maeve will explore the huge benefits to be gained from embracing ■ Digital Marketing Strategy ■ Search Engine Optimisation (SEO) ■ Online Advertising ■ Mobile Web ■ Social Media

16.00 **TEA/COFFEE & EXHIBITION**

ARE YOU LEGALLY COMPLIANT?

16.30 **John Hogan, partner at Leman Solicitors - Contractors or Employees – the ten step test that will keep you honest!** John a specialist in the Leisure sector will advise on the ups and downs of hiring freelance contractors. What do the courts say? How can you make sure your arrangements are legal? What about PRSI? John will give you a ten step test to make sure you are on the right side of the law every time.

Paul Hackett, Top Lodge Leisure - Before November 2010 pool managers argued that it was unlikely for a pool worker to develop occupational asthma from their work. Post November 2010 scientific arguments would not support that view. Then, it had not possible to test for levels of chloramines in the atmosphere accurately however equipment is now available to carry this out. There have been at least two out of court settlements in UK that have revolved around pool water quality, heating and ventilation maintenance records and management competence. The claims in both cases could not be defended by documentary evidence leading to settlements of €300,000 /£250,000. The revised pool plant operators' manual contains information on how to prepare yourself in the event of a claim.

17.45 **Latest Happenings in Leisure - Irish Sports Council will share information from the latest research on sports participation. HSE will share details of Get Active Ireland.**

18.30 **Cheese & Wine /Cocktails & Canapés and Presentations**

Thursday 13th October

9.30 Child Protection Policy

Christine Moloney ILAM, Kate Hills Swim Ireland National Children's Officer, Sandra Claxton, Child Protection Officer HSE. The panel will review the latest on the Child Protection project relating particularly to Leisure facilities being developed by ILAM with the support of Swim Ireland and the HSE. Now is your opportunity to contribute to this very important document. Learn what the role of a child liaison officer is and hear the latest on upcoming legislation and what it involves

10.45 TEA/COFFEE & EXHIBITION

How to Maintain Market Share through Added Value without Increasing Cost

11.30 *Lorna Brady, GM ESB Sportsco - Lorna will explore a number of service models and examples of how good service can be linked to profit. As disposable income has been reduced, the public are more conscious regarding value for money or perceived value*

12.15 Leisure Industry Best Practice for the Future – White Flag leads the Way!

Panel: Marie Doyle Henry, Orchard Consulting; Mary Foley Leisure Consultant; Suzanne Byrne, Manager Arena Leisure Centre, Grand Hotel, Malahide; Hans Muench, Director of IHRSA Europe

Following a year of redevelopment Marie will reveal what the new White Flag Certification programme has to offer and how the industry as a whole should benefit from the new approach.

Mary will address the White Flag programme from the Auditors point of view and give some useful tips on how best to benefit from the overall audit experience

Suzanne will present a case study of the audit process from the facility manager's perspective. Suzanne was one of the 20% who took part in a pilot study for the new White Flag programme.

Hans will outline the many benefits of IHRSA membership to ILAM White Flag members

Attention Fitness Instructors - (See separate Flyer)

12.30 (sharp)

Group Delivery - New Ideas - More Revenue

Don't miss this fantastic session where you will get new inspiring ideas to implement

In your own centres and offer to your customers

1hour - outdoor training

30min- circuit training

45min- suspension training

45min- power stretch training

13.30 LUNCH & EXHIBITION

14.45 The Benefits of Inclusivity

15.30 Surprise item – Don't miss it!

16.00 Key Note: Gerry Duffy – Deca Iron man UK 2011 winner, Gerry has been employed in a wide range of fields during his business career, with a background in the travel and property sectors. A qualified fitness instructor, he has been self employed for the past seven years. His sporting CV includes multiple marathons, 3 Ironman Triathlons, 1 Double Ironman (7.6km swim/360 km bike/84km run) and then most recently he made history when with Ken Whitelaw he completed 32 marathons in 32 Counties in Ireland in 32 consecutive days! Gerry and Ken also co-organised the 32 marathon Challenge and in the process raised 500,000 for charity

16.45 CLOSE

19.00 WHITE FLAG GALA DINNER & AWARDS

BOOKING FORM

ILAM ANNUAL CONFERENCE & EXHIBITION 2011

Wednesday 12th & Thursday 13th October

Mount Wolseley Hotel, Spa & Country Club, Tullow Co. Carlow

Member: €395 Non Member: €595
 (Includes lunches, tea/coffee breaks, White Flag Awards dinner and handouts)

<i>Name</i>	<i>Position</i>	<i>E-mail</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Organisation: _____ *ILAM Membership No:* _____

Address: _____

Contact Name: _____ *Title:* _____

Wednesday only: **Member €250 Non Member: €350**
 *Thursday only: **Member €270 White Flag facilities €250 Non Member: €370**
 *(includes lunch/tea/coffee breaks & White Flag Awards dinner)

PAYMENT

NOTE: If you wish to pay in Sterling please contact barbara@ilam.ie for sterling bank details

Cheque	<i>Please make payable to ILAM—Purchase Order Number:</i>			
Bank Draft				
Direct Bank Payment	<i>Please Quote Membership Number on all Payments</i>			
	Bank	AIB Plc, Main St. Naas, Co. Kildare	Account	73976-035
	Account Name	ILAM	Sort	93-32-36
	IBAN	IE95 AIBK 9332 3673 976035	BIC	AIBKIE2D

Members rates are only applicable to current ILAM Members
(25% administration fee will be charged for cancellation up to three weeks before event after which time no refund will be made.
ILAM reserve the right to cancel/alter session/speakers at their discretion without prior notice)
 ILAM, Allenwood Enterprise Park, Allenwood North, Naas Co Kildare

Tel: +353 (0) 45 859950 Fax: +353 (0)1 6865430 E-mail: info@ilam.ie Web: www.ilam.ie



BOOK ACCOMMODATION TODAY SPECIAL RATES AVAILABLE Mount Wolseley Hotel: Tel: +353 (0)59 9180100

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PREVIOUS SPONSORS & EXHIBITORS INCLUDE

<i>Art of Fitness</i>	<i>Life Fitness</i>
<i>AWI Storage Systems</i>	<i>McSport</i>
<i>Carvill Vending</i>	<i>Modern Plant</i>
<i>Cybex International</i>	<i>Podium 4 Sport</i>
<i>Euro Pools Ireland</i>	<i>Pulse Fitness</i>
<i>ESCO International</i>	<i>S & P Architects</i>
<i>Expert Leisure</i>	<i>Sportsturf Consultancy Services</i>
<i>Fitness Concepts</i>	<i>SP Sports (Ireland) Ltd</i>
<i>Gladstone Health & Leisure</i>	<i>SWIM IRELAND</i>
<i>Inspirit Ireland</i>	<i>Tascomi Ltd</i>
<i>Interface Partners/BonaSystems</i>	<i>T & T Systems</i>
<i>INVOTECH</i>	<i>The Kingfisher Fitness Group</i>
<i>Irish Radio Communications Ltd</i>	<i>Well Tech Gym Solutions</i>
<i>Lamination Services Ltd</i>	

If you supply the Leisure Industry and would like to avail of the opportunity to promote your products /services to the decision makers within the industry please contact ILAM today to secure your place – (Limited spaces left)

SOCIAL PROGRAMME

Wednesday 12th October

- 18.30 Cheese & Wine Reception
22.30 Music in bar

Thursday 13th October

- 18.45 Pre Dinner Drinks
19.00 White Flag Awards gala dinner
Hosted by Michael Lyster
Awards presented by Minister Frances Fitzgerald
followed by Hot Fuss and disco

ILAM – Leading Leisure in Ireland
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