

JAWS 2012 Confirmed Keynote Speakers

Paul Brown – Face 2 Face | Topic: “Thrown in the deep end”



Abstract: Life can be pretty boring without challenges and change, but feeling like you’re in over your head without the proper resources and preparation can take all the fun out of the process.

Paul takes a humorous but pertinent approach on how to handle change and overcome resistance so everyone can celebrate success while keeping pace with the world around them.

He then puts his non-negotiable rules to good use by showing how new clients can be converted into raving fans with the right induction and transitional systems in place.

So if you’ve ever felt like you’ve been thrown in the deep end, catch a ride on Paul Brown’s life raft at JAWS 2012.

Biography: Paul’s career as a fitness leader began over 30 years ago and his energy and enthusiasm for sharing the benefits of a healthy lifestyle remain as strong as ever. He taught over 5000 Aerobics and Group Exercise classes and built his first award winning fitness centre at just 24 years of age. Today, Paul Brown is one of the most in-demand keynote and feature speakers, business consultants and health and fitness experts in the industry, speaking regularly at almost every major fitness industry conference around the world with breakthrough strategies on client retention, sales and marketing along with sustainable exercise and nutrition programming.

He is known globally as Mr Retention for his innovative and effective systems that help men and women of all ages make fitness a way of life. With over six million success stories world-wide, in 2005 his Face to Face Fitness program was chosen by the fitness industry’s peak body IHRSA, as the official member retention program to help reach 120 million active members by the year 2010, a target that was achieved.

Paul consults with health and fitness business operators on the best ways to build their membership, empowering their teams to deliver the best experiences possible. Face2Face deliver on-site training for instructors, sales and customer service teams and provide continued on-line education resources and business support. He is also the architect of the F2F-IT, a user friendly and functional scheduling, prospecting and relationships management software. Face2Face now has clients and agencies on five continents but remains a relatively low hype, highly efficient business model.

Paul, wife Jacqui and later on son Benjamin lived and worked abroad for ten years in the UK and USA and when not globetrotting, they now reside in idyllic Paradise Point, Australia.



Fraser Carson, Managing Director of FRESCO | Topic: Marketing is a byword for organisational success



Abstract: This presentation will encourage you to become a marketing-centric organisation and not merely one that attempts to tack it onto other activities.

It will ask you to consider:

- Why planning and brand building is fundamental to success
- How to think about the elements of communications through a useful prism
- Why the internet and social media are changing the way we should all think

This presentation is not just theoretical. Fraser will show you some practical examples of marketing activity that has delivered results.

Biography: Fraser is co-owner and Managing Director of FRESCO, Wotzon.com and Issues.co.nz. FRESCO describes itself as; “bringing together internet technology with tried and tested marketing and communications.”

Fraser takes a keen interest in community affairs, the not-for-profit sector, sport and the arts, and participates in numerous activities – professionally and voluntarily – particularly in Wellington through his events website, Wotzon.com.

Fraser is a member of the Wellington executive of the New Zealand Pacific Business Council (NZPBC), chair of the advisory board for the Centre for Applied Cross-Cultural Research at Victoria University of Wellington (CACR) and a member of the Rotary Club of Wellington. He is also past chairman of Events Wellington, an event industry membership organisation serving the Wellington region.

FRESCO operates its own online community sites – www.wotzon.com www.issues.co.nz, plus website development site www.flightdec.com

