

| WEDNESDAY   |                                                                                                                  |             |                                                                                                                  |             |                                                                                           |
|-------------|------------------------------------------------------------------------------------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------------|
| TIME        | WIN STADIUM                                                                                                      | TIME        |                                                                                                                  |             |                                                                                           |
| 19:00-21:00 | Early Check in Sage Hotel                                                                                        | 18:00-18:50 | VIP ticket only - Business Mastermind class                                                                      |             |                                                                                           |
| 19:00-22:00 | Welcome Mixer - Sage Hotel bar                                                                                   |             |                                                                                                                  |             |                                                                                           |
| THURSDAY    |                                                                                                                  |             |                                                                                                                  |             |                                                                                           |
| TIME        | STAGE 1                                                                                                          | TIME        | STAGE 2                                                                                                          | TIME        | GYM ARENA                                                                                 |
| 07:30-09:00 | Event Check in - WIN Stadium                                                                                     |             |                                                                                                                  | 07:00-07:50 | Workout with CrossFit                                                                     |
| 09:00-09:25 | Welcome Meeting                                                                                                  |             |                                                                                                                  |             |                                                                                           |
| 09:30-10:20 | Demystifying Business Success: The LOVES Flywheel<br>Dan Uyemura                                                 |             |                                                                                                                  |             |                                                                                           |
| 10:20-11:00 | BREAK                                                                                                            | 10:30-11:00 | BREAK                                                                                                            | 10:00-10:50 | The Art of Intervals<br>Jake Douglas                                                      |
| 11:00-11:50 | Creating Memorable Experience: We aren't Just Coaches, We're Leaders<br>Michele Letendre                         | 11:10-12:00 | Getting ideal clients through social media<br>Kieran Dwyer                                                       | 11:00-11:50 | Step Into Their Shoes: Experience a Brand X® Youth Class Firsthand.<br>The Brand X Method |
| 12:00-12:50 | Breaking the Overwhelm Cycle: How to Regain Control, Find Clarity, and Enjoy Business Again<br>Dan Aguilera      | 12:10-13:00 | Grow your box - Strategies for growing your box, building a legacy and value for you<br>Daniel Chaffey           | 12:00-12:50 | Class Example: the Perfect Class<br>Josh Godinez & Jake Marconi                           |
| 12:50-14:00 | LUNCH                                                                                                            | 13:10-14:00 | LUNCH                                                                                                            | 13:00-13:50 | LUNCH                                                                                     |
| 14:00-14:50 | Setting expectations of excellence in coaching<br>Ed Morrison & Lily Free                                        | 14:10-15:00 | Coaching as Stewardship<br>Jake Marconi                                                                          | 14:00-14:50 | Coaching the Female Client for Lifelong Athleticism.<br>Brooke Turner                     |
| 15:00-15:50 | Built to Serve, Broke by Design<br>Dan Aguilera                                                                  | 15:10-16:00 | Coaching great classes - A breakdown<br>Josh Godinez                                                             | 15:00-15:50 | Build Smarter, Not Just Harder: The Brand X® Blueprint in Action.<br>The Brand X Method   |
| 16:00-16:50 | Unleashing Success: The Dynamic Base, Build, Boost Methodology for empowering Youth programs<br>Samantha Mathers | 16:10-17:00 | The New Way To Market Your Gym - The Best Way To Get Leads And Customers in 2025 and Beyond<br>Charlie Horton    |             |                                                                                           |
| 17:00-19:00 | Drinks & networking                                                                                              | 17:00-19:00 | CrossFit affiliate round table                                                                                   |             |                                                                                           |
| 19:30-22:00 | DINNER PARTY (buy a ticket online)                                                                               |             |                                                                                                                  |             |                                                                                           |
| FRIDAY      |                                                                                                                  |             |                                                                                                                  |             |                                                                                           |
| TIME        | STAGE 1                                                                                                          | TIME        | STAGE 2                                                                                                          | TIME        | GYM ARENA                                                                                 |
|             |                                                                                                                  |             |                                                                                                                  | 07:00-07:50 | Workout with HWPO                                                                         |
|             |                                                                                                                  |             |                                                                                                                  | 07:00-07:50 | VIP Workout with HWPO                                                                     |
| 08:30-09:20 | Smart Gym, Smarter Growth: AI for Fitness Leaders<br>Dan Uyemura                                                 | 08:40-09:30 | From Military Precision to Measurable Progress: Coaching for Health, Performance, and Longevity<br>Anthony Novak |             |                                                                                           |
| 09:30-10:20 | The Profit Accelerator — How to Add \$10k+ Profit Per Month Without Working More Hours<br>Dan Aguilera           | 09:40-10:30 | Non Slimy Sales. Sell more = help more<br>Nick Habich                                                            | 09:00-09:50 | Coaching the Female Client for Lifelong Athleticism.<br>Brooke Turner                     |
| 10:20-11:00 | BREAK                                                                                                            | 10:30-11:00 | BREAK                                                                                                            | 10:00-10:50 | Focus of the Day<br>Michele Letendre                                                      |
| 11:00-11:50 | Grow a high performance team - Strategies to scale excellence in your team!<br>Daniel Chaffey                    | 11:10-12:00 | Strong Through the Seasons<br>Brooke Turner                                                                      |             |                                                                                           |
| 11:50-13:00 | LUNCH                                                                                                            | 12:00-13:10 | LUNCH                                                                                                            | 12:00-12:50 | LUNCH                                                                                     |
| 13:00-13:50 | Q & A<br>Mat Fraser, Matt O'Keefe & Jake Douglas                                                                 |             |                                                                                                                  |             |                                                                                           |
| 14:00-14:15 | Event wrap up                                                                                                    |             |                                                                                                                  |             |                                                                                           |

NOTE: Schedule subject to change