

FRIDAY			
TIME	SCANDIC INFRACITY	TIME	
18:00-21:00	Event Check in - hotel lobby	16:30-17:30	VIP ticket only - Business Mastermind class
19:00-23:00	Welcome Mixer - hotel lobby		

SATURDAY	STAGE 1	TIME	STAGE 2	TIME	GYM ARENA	TIME	VENDOR VILLAGE STAGE
07:30-09:00	Event Check in			06:00-06:50	Workout with Mayhem		
				07:00-07:50	Workout with Mayhem		
09:00-09:25	WELCOME MEETING						
09:30-10:20	From owner to CEO: The mindset shift that changes everything Mark Fawzy	09:40-10:30	Project Mayhem: What We Have Learned Austin Malleolo	10:00-10:50	Own your development as a CrossFit coach Oskar Johed		
10:20-11:00	BREAK	10:30-11:10	BREAK	11:00-11:50	Tummo Breathing – Fire & Reset Chris Davies	11:00-11:30	Making a weightlifting training plan. Anders Lindsjö
11:00-11:50	Leadership, Culture & the Affiliate's Role in the Future of CrossFit Rory McKernan	11:10-12:00	Stop hating your sales process – make more, work less! Josh Agdam	12:00-12:50	Coaching Competitive Athletes in a Class Setting Mayhem Athlete	12:00-12:30	The fitness-retail crossover: How retail can transform your gym's bottom line Matías Hernández
12:00-12:50	Beyond Group Class: Lessons from Scaling to \$100K a Month Oskar Johed	12:10-13:00	Grow your gym - Strategies for growing your gym, building a legacy and value for you Daniel Chaffey	13:00-13:50	Inclusive Workouts: Training Side by Side - Workshop Adaptive CrossFit Hilton Jones	13:00-13:30	TBA
12:50-14:00	LUNCH	13:00-14:10	LUNCH	14:00-14:50	Weightlifting workshop Anders Lindsjö	14:00-14:30	There are still clients in your town- you are just looking in the wrong place Per Mattsson
14:00-14:50	Beyond the PR: Driving Retention Through Coaching Wins and Purposeful Programming The Mayhem team	14:10-15:00	The New Way To Market Your Gym - The Best Way To Get Leads And Customers in 2025 and Beyond Charlie Horton	15:00-15:50	Move With Purpose: Barbell Cycling, Machine Transitions, and Movement Efficiency. Mayhem Athlete	15:00-15:30	TBA
15:00-15:50	Modifying workouts to eliminate pain instead of working around it Dr Sean Pastuch & Erin Hendry	15:10-16:00	Get More Members Without Paid Ads - Rickard Björnekärr	16:00-16:50	TBA	16:00-16:30	TBA
16:00-16:50	The Future of Fitness: How Genetic Biohacking Can Transform Client Results - Samantha Decombel	16:10-17:00	Why standard running technique instructions don't work, and why many CrossFitters have poor running technique. Fredrik Zillén	17:00-17:50	VIP workout Mayhem Athlete	17:00-17:30	From Passion to Powerhouse: Building a Fitness Brand That Stands the Test of Time Clayton Herbert
17:00-19:00	Drinks & fun in Vendor Village	17:30-19:00	CrossFit affiliate meeting	18:00-18:50			
19:30-24:00	DINNER PARTY (buy a ticket online)						

SUNDAY	STAGE 1	TIME	STAGE 2	TIME	GYM ARENA	TIME	VENDOR VILLAGE STAGE
				06:00-06:50	Workout with Mayhem		
				07:00-07:50	Workout with Mayhem		
08:30-09:20	From Healthcare to Self-Care: Inclusive Fitness for Every Body David Lega	08:40-09:30	From Trainer to Health leader: the Power of preventative coaching - Samantha Decombel	09:00-09:50	Breath Exploration – Stacked Styles Journey. Chris Davies		
09:30-10:20	TBA Rich Froning, Mayhem Athlete	09:40-10:30	The Athlete Brand Playbook: How to Create Magnetic Brand Experiences That Move People Clayton Herbert	10:00-10:50	TBA	10:00-10:30	Unlocking Potential: An Introduction to Adaptive CrossFit Hilton Jones
10:20-11:00	BREAK	10:30-11:00	BREAK	11:00-11:50	Coaching Competitive Athletes in a Class Setting Mayhem Athlete	11:00-11:30	Stop hating your sales process – make more, work less! Josh Agdam
11:00-11:50	Grow a high performance team - Strategies to scale excellence in your team! Daniel Chaffey	11:10-12:00	AI in the gym Mark Fawzy	12:00-12:50	Own your development as a CrossFit coach Oskar Johed	12:00-12:30	TBA
11:50-13:00	LUNCH	12:00-13:10	LUNCH	13:00-13:50	Modifying workouts to eliminate pain instead of working around it Dr Sean Pastuch & Erin Hendry	13:00-13:30	Q&A with Running Technique Specialist Fredrik Zillén
13:00-13:50	Breaking the Overwhelm Cycle: How to Regain Control, Find Clarity, and Actually Enjoy Business Again Dan Aguilera	13:10-14:00	AI without the Overwhelm: Real Solutions for Real Gym Problems Joleen Bingham	14:00-14:50	Weightlifting workshop Anders Lindsjö		
14:00-15:00	Q&A with Rich Froning & the Mayhem team	14:10-15:00	TBA				
15:00-15:30	Event wrap up						

NOTE: Schedule subject to change