



NORDIC WALKING INSTRUCTOR CONFERENCE

“Nordic Walking – a Sports Science perspective”

2012 PROGRAM

DAY 1 SATURDAY 12 May, 10am – 4pm

10.00 – 10.45 **WELCOME**

Introductions and Logistics

10.45 – 11.30 **ACADEMY AND INDUSTRY DEVELOPMENTS**

Update on Nordic Walking industry developments – nationally and internationally
Nordic Academy's activities and what they translate to for Instructors

11.30 – 11.45 **MORNING TEA**

11.45 – 12.30 **KEYNOTE SPEAKER – IAN DEWEY**

Ian Dewey, CEO Recreation S.A. – Presenting information about sport and recreation
development in South Australia as well as Recreation SA's aims, work (and co-operation
with Nordic Academy)

12.30 – 13.30 **LUNCH** Networking and sharing of experiences with other instructors

13.30 – 14.15 **NORDIC WALKING – A SPORTS SCIENCE PERSPECTIVE**

An in-depth look at the health and fitness benefits of Nordic Walking in terms of its
biomechanics, exercise physiology and the applications for different populations

14.15 – 14.30 **Marketing Nordic Walking to the health and fitness markets (on shoe string budgets)**

14.30 – 14.45 **AFTERNOON TEA**

14.45 – 16.00 **PANEL DISCUSSION**

Interviews of leading industry health and fitness professionals and how they utilise
Nordic Walking in their clinics/ practices/ centres.

16.00 END OF DAY 1

SOCIAL EVENING PROGRAM, 19.00 ~ 21.30

19.00

Dinner at a restaurant on Melbourne Street
Presentation of 'INSPIRE' Instructor of the Year award winner



nordic academy
Australia's Nordic Walking Professionals

DAY 2 SUNDAY 13 MAY 2012, 9am – 3.30pm

- 9.00 – 12.00 **REFRESHER COURSE / TRAINER COURSE**
Opportunity for participants to obtain either their Refresher certificate and thus become indefinitely recognized as Nordic Walking Instructors with Nordic Academy OR advance to the next level by undertaking the Nordic Walking Trainer course (NB. pre-requisites for this qualification apply).
- 12.00 – 13.00 LUNCH Networking and sharing of experiences with other instructors
- 13:00 – 13:30 **THE ELEVATOR SPEECH**
A practical workshop to master your introduction and promotion of Nordic Walking when talking to interested persons.
- 13.30 – 14.15 **PRESENTATION SKILLS**
Patrick will share his experiences and skills as to how to effectively present to an audience which results in sign-ups for Nordic Walking classes.
- 14.15 – 14.30 AFTERNOON TEA
- 14.30 – 15.15 **DISCUSSION FORUM**
Sharing of business ideas and experiences
Reflections and learnings
- 15.15 – 15.30 Certificates and administration
- 15.30 CONFERENCE CONCLUSION**
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THE DETAILS

- Dates & Times:** Saturday 12th May, 10am – 4pm and
 Sunday 13th May, 9am – 3.30pm
- Conference Price:** \$280 – Professional Members \$325 – Non Members
- Conference Venue:** Meridien Hotel
 21-39 Melbourne St, Adelaide, South Australia