

# PRESS RELEASE



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## FITNESS INDUSTRY EDUCATION LAUNCHES FLEXIBLE FAST-TRACK TRAINING

Fitness Industry Education (FIE) is launching across their Level 2 Gym and Level 3 Personal Training courses, a new combination of online and classroom learning, offering maximum classroom support for minimum time commitment.

The new training structure sees the introduction of classroom and practical training sessions over consecutive Saturdays, covering the same Central YMCA and Active IQ-accredited material that an existing similar course would with other training providers, in a much shorter timeframe.

The advantage Fitness Industry Education has over other providers is that a great deal of the learning is done over the internet supported by ALTeRD (Active Leisure Training eResource Development). ALTeRD allows students to study the course work in their own time and provides for secure online testing. This combined with the new tutor-lead classroom sessions and practical assessments, means that potential FIE graduates can spend a minimum amount of time away from their lives or work, yet still fully commit to their training.

“Typically a Level 2 Gym face-to-face course that other training providers host, would take two or three months to deliver, with people needing to give up their weekday time to participate. Intensive courses can occur in the industry with some providers, but once again the customer has to allocate at least two weeks or numerous full weekends to graduate. Our new structure allows someone to graduate in just six Saturdays of classroom learning, with the rest being completed online. It really is the most convenient way of learning and people are responding to the idea amazingly”, says Chris Manning, Enrolment Manager at FIE.

The success of the initiative will see FIE implement this fast track learning across a wider range of their course offering in the near future, including their new Level 3 Exercise to Music conversion course - a first for the UK fitness industry.

For more details, imagery, or to find out more about Fitness Industry Education, email [greg@gregsellar.com](mailto:greg@gregsellar.com) or call 0845 257 8570.

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NOTES TO THE EDITOR: In 1998, Fitness Industry Education, in its earlier incarnation as EdFit Ltd., launched modules that were mapped against NVQ standards. Later that year, Centre Approval by the Government Awarding Body, Central YMCA Qualifications, was granted and courses commenced. The courses have also been recognised by Active IQ and are supported by the National Register of Personal Trainers and the Register of Exercise Professionals.

The aim is to provide fitness enthusiasts with the opportunity to obtain the highest quality industry qualifications, utilising the most accessible medium available - the Internet. The company, headed by Directors Michael Betts and Steele Williams, is part of a wider umbrella of fitness-related brands including fitness fx, ALTeRD and jumpybumpy.com. For more information, log onto [www.fitnessindustryeducation.com](http://www.fitnessindustryeducation.com)