

PRESS RELEASE



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FITNESS INDUSTRY EDUCATION DELIVERS FITNESS MANAGEMENT COURSE FOR THE LEISURE SECTOR

Fitness Industry Education (FIE) have added the Fitness Management Certificate from Active IQ to their training course portfolio.

The course provides an overview of how a health and fitness facility is managed, including the design and technical considerations, operations and management, marketing and member retention. It has been designed and written by managers who have worked, or are currently working in the Health and Fitness sector (both private and public).

The course aims to enable a manager to:

- develop an understanding of the layout, design, construction, environmental factors and building services of health and fitness facilities, to enable informed decision making in all technical aspects of the operational management and maintenance of facilities
- explore the financial operations and information management within health and fitness facilities that inform management decisions, about improving performance and highlight the potential for other income-generating opportunities
- develop an understanding of the health and fitness market, including current and future trends, and promotional techniques to capture, keep and care for potential clients across all sectors
- develop a basic understanding of how to discharge the general management responsibilities under health and safety legislation, including techniques of effective risk assessment within health and fitness facilities specifically
- develop a basic understanding of staff recruitment and training, team dynamics, employee motivation, performance management and managerial effectiveness.

Michael Betts, CEO for Fitness Industry Education comments, "Management is definitely a learned skill. The difference between a good manager and a poor one is usually only a few minor adjustments to get the very most out of your team. This combined with the specificity of this course for our industry, surely make it a must for all centre managers currently working in the health and fitness, as well as the leisure sector".

For more details on this course, any imagery, or to find out more about Fitness Industry Education, email 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