



5<sup>TH</sup> INTERNATIONAL  
STANDARDS MEETING

The Future of Fitness  
Challenges between  
Standardisation &  
Commercialisation

14 – 15 OCTOBER 2014  
AMSTERDAM



# Welcome to the vibrant city of Amsterdam

Thomas Rieger

On behalf of EuropeActive's Standards Council, it is my pleasure to invite you to the 5<sup>th</sup> International Standards Meeting, in the vibrant city of Amsterdam.

The International Standards Meeting (ISM) has established itself as the foremost event for fitness standards and education and this year's meeting will again be attended by leading standards professionals from all over the world. Speakers representing training providers, operators, manufacturers, as well as academic scholars and researchers will explore and discuss relevant standards and educational topics.

The focus will be on strategies and tools to manage the balance between standardisation and commercialisation, so standards are not only recognised by those working within the sector, but also by the consumer. The overall theme of this year's ISM will be 'The Future of

Fitness – Challenges between Standardisation and Commercialisation'.

The 2014 programme follows recommendations from last years' delegate evaluations with a format that focuses on outcome, relevance and delegate satisfaction. We have increased the number of keynote sessions as well as the interactive components and will deliver current information about standardisation and how to promote it successfully. It also provides opportunities for CEOs, industry leaders, managers and academics to exchange ideas on fitness trends and best practices.

We have a remarkable line-up of speakers including:

- **Graham Melstrand,**  
Vice President Corporate Affairs, American Council on Exercise (ACE), USA
- **Dr Brian Biagioli,**  
Executive Director, National Council on Strength & Fitness (NCSF), USA
- **Richard Cotton,**  
National Director of Certification & Registry Programmes, American College of Sports Medicine (ACSM), USA
- **Dr Paul Bedford,**  
Customer Experience Consultant, University of Bath, Middlesex University, UK
- **Hille Meetsma,**  
VitalinQ Healthy Lifestyle Support, The Netherlands
- **Dr Francesco Bertiato,**  
Technogym, Italy
- **Jan Middelkamp,**  
CEO, HDD Group, The Netherlands

This event is a great opportunity for you to meet with fitness enthusiasts from all over the world and share your passion for shaping the future of fitness.

I look forward to welcoming you at the ISM and thank you in advance for bringing your valuable expertise to the table. You have the experience for paving our way into the future. You are truly our greatest asset, and we could not accomplish what we do without your support and commitment.



Have a great meeting!

Sincerely,

Prof Dr Thomas Rieger, MPH  
Chairman EHFA Standards Council

# 5<sup>th</sup> International Standards Meeting

**EuropeActive (formerly known as the European Health and Fitness Association) is organising the 5th International Standards Meeting, the leading event for anyone involved in standards-setting and the delivery of qualifications and certifications in fitness.**

The event is attended by some of the most recognised experts in the field of fitness education, training and standardisation. When initially organised in 2010 its aim was to widen the horizons of education and standards in fitness by gathering the most influential people in the sector to guide the work of the EuropeActive Standards Council.

With 4 successful events already held in London (2010), Brussels (2011), Barcelona (2012) and Budapest (2013), the International Standards Meeting has become a renowned networking occasion and the foremost event for cooperation in the worldwide fitness sector.

## TOPICS

This year's International Standards Meeting will focus on The Future of Fitness – Challenges between Standardisation and Commercialisation. New standardisation dilemmas will be covered, such as 'emphasising social skills without neglecting technical components' and 'evaluating the potential of training courses for new target groups'.

## OBJECTIVES

The objective is to continue our vision of international cooperation by working effectively with each other and to build sustainability and a clear sense of direction for the health and fitness sector. Previous discussions and ideas expressed at ISM have materialised in the

# Continue our vision of international cooperation

implementation of the new EQF-level 5 standards, highlighting tangible results following the event.

Encouraged by previous ISM's and the level of participation and feedback received, we continue our mission to improve the education, recognition and social impact of exercise professionals and the fitness sector worldwide.



# Day 1 - Tuesday, October 14

**13:00 Light sandwich lunch**

Get to know people at HealthCity Amstelveen

**14:00 Welcome by Nathalie Smeeman & René Moos**

Nathalie Smeeman, *Executive Director, EuropeActive*  
René Moos, *CEO, HealthCity*

**14:10 Introduction to the proceedings from Professor Thomas Rieger, Standards Council Chair**  
**Fitness across Europe faces challenges of standardisation and innovativeness**

**14:20 Keynote 1: Fitness: An industry at a crossroads?**

Graham Melstrand, *Vice President Corporate Affairs, American Council on Exercise (ACE), USA*  
Dr Brian Biagioli, *Executive Director, National Council on Strength & Fitness (NCSF), USA*  
Richard Cotton, *National Director of Certification & Registry Programmes, American College of Sports Medicine (ACSM), USA*

**15:20 Coffee-break**

**15:50 Roundtable workshop warm-up sessions 1 and 2**

**16:10 Roundtable workshops - topics 1 and 2.**  
Delegates will explore and discuss effective ways to investigate and develop actions to establish areas of agreement and cooperation. Each session chaired by the presenters from the warm-up sessions with a Rapporteur.

**18:05 Wrap Up Day 1**

**19:30 Dinner in city center Amsterdam**

## Roundtable TOPIC 1

Challenges for the European health and fitness sector manoeuvring between sociocultural influence, consumerism and the overestimation of the body appearance  
Dr Simona Pajaujiene, *Lithuanian Sports University, Founder of Fitness Academy, Lithuania*

## Roundtable TOPIC 2

Potentials and perspectives of educational standards and training for pre/postnatal exercise  
Professor Rita Santos Rocha, *Director of the Sport Science School Rio Maior, Portugal*  
Dr Anna Szumilewicz, *Gdansk University of Physical Education and Sport, Poland*



# Day 2 - Wednesday, October 15

**07:00 Morning Exercise Session at Health City**

**09:00** Welcome and Impulse Presentation 1  
**Strategies for fitness professionals to support behavior change**

Jan Middelkamp, *EuropeActive Board Member and CEO HDD Group*

**09:45 Roundtable workshop warm-up sessions 3 and 4**

**10:05 Roundtable workshops - topics 3 and 4**

Delegates will explore and discuss effective ways to investigate and develop actions to establish areas of agreement and cooperation. Each session chaired by the presenters from the warm-up sessions with a Rapporteur.

**11:40 Coffee-break**

**12:00 Keynote 2: Mind the gap!**

Dr Paul Bedford, *Customer Experience Consultant, University of Bath, Middlesex University, UK*

**13:00 Lunch**

**14:00 Impulse Presentation 2**

**Should fitness instructors be lifestyle counsellors?**

Hille Meetsma, *VitalinQ Healthy Lifestyle Support, Netherlands*

**14:30 5 minutes comfort/coffee break**

**14:35 Impulse Presentation 3**

**Innovating in product, innovating in education - The Technogym Educational System**

Dr Francesco Bertiato, *Technogym, Italy*

**15:05 Roundtable workshop 5 for all delegates**

**More credibility and more involvement in fitness credentials at European vocational level**

László Zopcsák

*PhD, CEO, International Wellness*

*Institute, Hungary*

Christoffer Andersen

*PhD, Chairman of the Board,*

*Fit&Sund, Denmark*

Paolo Caserotti

*PhD, Assistant Professor of Muscle*

*Physiology and Biomechanics,*

*University of Southern Denmark, Italy*

**16:30 Coffee-break**

**16:45 Reporting on the four roundtable sessions.**

The Rapporteurs will present the issues, findings, cooperation, and conclusions.

**17:45 Summary of actions and outcomes**

Professor Thomas Rieger.

**18:00 Closing remarks by Jan Middelkamp,**

*EuropeActive Board Member and CEO HDD Group*

## Roundtable TOPIC 3

Managing the balance between entertaining and exercising safely – future implications for EQF-level 3 Group Fitness Instructors

Leon Hobro, *High Performance Center, Sweden*

## Roundtable TOPIC 4

Creative disruption: Game-changing innovations that are creating new directions and challenges for the fitness industry

Arron Williams, *Special Projects Manager, Life Fitness Academy, UK*





## About EuropeActive & Standards

EuropeActive has worked for many years to establish pan-European standards that define the qualifications needed by fitness trainers to work safely, effectively and legally. Undertaken by the EuropeActive Standards Council, with the cooperation of over 200 experts, the standards have contributed to the creation and the improvement of the qualifications for exercise professionals and are presented in the fitness Sector Qualification Framework (SQF). The standards and SQF are fully referenced to the EU's European Qualification Framework (EQF) as part of the Lifelong Learning Programme.

### ABOUT THE STANDARDS COUNCIL

The EuropeActive Standards Council is the body responsible for the direction and strategic expertise in developing the regulatory framework of the European health and fitness sector. It is in charge of establishing educational standards for the fitness sector based on the European Qualifications Framework (EQF).

### ABOUT EUROPEACTIVE

EuropeActive, formerly known as The European Health & Fitness Association (EHFA), with its origins in 1996 as a not-for-profit organisation, remains as the unique voice for the European health & fitness sector to all of the main EU Institutions. Its mission is to turn back the tide of inactivity and ensure that **MORE PEOPLE** become **MORE ACTIVE**, **MORE OFTEN**

## Deloitte Report Promo

**The European Health and Fitness Market Report is the must-have publication for all sector players and supporters of an active lifestyle. Launched on May 1st, 2014, by Deloitte and EuropeActive the report represents the most comprehensive research on the market produced to date.**

Providing a thorough analysis of the top eleven European markets, the biggest players in the field and current sector tendencies, the Report offers an objective overview of the continuously expanding and mutating health and fitness market.

How the sector deals with low-cost operators, emerging markets, digital technologies, active ageing, cultural and religious challenges, member retention, staff mobility and many other elements that form this dynamic environment will determine the future shape of the health & fitness sector. The report contains forecasts from renowned industry figures providing new insights and noteworthy food for thought.



### SPECIAL OFFER!

Take advantage of an exclusive offer to purchase the European Health and Fitness Market Report, at the price of **€ 95,- instead of € 195,-**, by using the promo code **ISM5** when ordering it on [www.ehfa.eu](http://www.ehfa.eu)

## Other information

**When: 14 – 15 October 2014**

**Where: Amstelveen - Netherlands**

The 2014 International Standards Meeting will be held at HealthCity Club Amstelveen, a modern fitness facility with advanced equipment for both exercise and relaxation.

Registration: **Participation fee - 245 Euro.**

Early Bird discounts available! Book your place before 15<sup>th</sup> September 2014 and pay **ONLY 195 EURO!**

Please register at [www.ehfa.eu](http://www.ehfa.eu).

### Help spread the word

Why not share ISM with your social media network by using #ISM5 on all posts relating to the event.

### Further Details

For more detailed information or feedback on how we could improve our future events, please contact us at [thesecretariat@ehfa.eu](mailto:thesecretariat@ehfa.eu)



### Accommodation **DORINT HOTEL**

Only five kilometers away from Amsterdam Schiphol airport, the newly designed Dorint hotel provides all the necessary facilities for an enjoyable stay in Amsterdam.

For ISM attendees we have arranged special room rates available by completing the Booking Form, which may be downloaded from our website [www.ehfa.eu](http://www.ehfa.eu), and returned directly to the hotel.



# Biographies of the speakers

## Graham Melstrand

With more than 25 years of experience in the fitness industry, Graham Melstrand is the Vice President of Corporate Affairs for the American Council on Exercise, where he is responsible for developing and managing opportunities and relationships that advance public policy positions and industry standards that support active, healthy lifestyles and advance the role of the exercise professional.

He currently serves as a member of a variety of advisory boards and committees including: the board of directors for the National Coalition for Promoting Physical Activity (NCPA), commissioner for the Commission on Accreditation of Allied Health Education Programs (CAAHEP) where he sits on the Committee on Accreditation for the Exercise Sciences (COAES), and the Medical Fitness Association Outcomes Committee. He is also a former member of the Joint Committee on Health Fitness Facility Standards for NSF International.



He has presented internationally at Universities and for different sport conferences, including lectures in Argentina, Turkey, Ukraine and at the Olympic training center in Korea. Formerly, Dr Biagioli was the Program Director for the Department of Exercise Physiology at Florida International University.

## Richard Cotton

Richard Cotton has worked in the health and fitness industry for nearly 30 years. Throughout his career, he has been a service provider and promoter of the exercise movement. The majority of Cotton's career has been in the development and management of fitness professional certification programs. In his current position as National Director of Certification Programs with the American College of Sports Medicine® (ACSM), Cotton utilises the vast expertise of the ACSM membership to provide a state-of-the-art certification program that is in direct support of the mission of the College.

In mid-career, Cotton served as the Chief Exercise Physiologist with the American Council on Exercise (ACE). Over the course of eight years, he was the organisation's spokesperson, appearing on "Good Morning America," "Dateline NBC," and CNN. He was also the editor of five highly regarded health and fitness professional training manuals.

Cotton has been an expert source for a variety of print publications, including The New York Times, The Los Angeles Times, and The Washington Post on topics such as how to begin and maintain a safe and effective exercise program; what to look for in a personal trainer; and how to choose exercise equipment. He also led the research on the effectiveness of fitness products and trends that resulted in ACE being dubbed "The Workout Watchdog" in 1997 by The Wall Street Journal.

As Chief Exercise Physiologist at both the Sharp Healthcare System and the world-renowned Scripps Clinic & Research Foundation from 1980 to 1991, Cotton worked with both obese and underweight patients, and people with heart disease, diabetes, cancer and hypertension.

Cotton has a B.A. in Education from Wayne State University, Detroit, and an M.A. in Exercise Science from San Diego State University. He holds two ACSM certifications, the Preventive and Rehabilitative Program Director SM and ACSM Exercise Specialist®.



## Dr Brian Biagioli



Dr Brian Biagioli currently serves as Executive Director for the National Council on Strength and Fitness Board for Certification and as the Graduate Program Director for Strength and Conditioning in the Department of Kinesiology and Sport Science at the University of Miami. He is very active in the fitness industry, presently serving on four national committees related to standard

setting, education accreditation and population engagement in physical activity. Dr Biagioli has authored three college text books and most recently, is the primary editor for a new book on advanced sports performance.



**Dr. Paul Bedford**

**D**r. Paul Bedford has been working in the fitness industry for more than two decades. Paul currently divides his time between conducting research in the area of retention and delivering training course that provide practical approaches for fitness, focusing on all areas of the customer experience. His most recent research on the UK Fitness Industry analysed 340,000

members over a four year period and is currently working on a 1,000,000 member study for IHRSA of the North American market.

Paul is known for his extensive work with operators developing systems and practices, to improve retention. His clients include: Marriott Hotels Europe, Elixia Norway, Club Med Gyms Paris, Reebok Sports Club London and multiple public sector operators in the UK. Paul has a PhD in health club member retention, as well as two master degrees, one in exercise and health behaviors, the second in social science research.

**Jan Middelkamp**



**J**an Middelkamp graduated from the Academy of Physical Education in Zwolle (Bachelor Degree) and earned his Master in Science Degree in Sports, Exercise and Health at Utrecht University. He started his career in the fitness industry as a judo teacher. Alongside his studies, he gave judo classes for ten years, and was part of the Dutch National Judo team for five years.

Later he became club and franchise manager at Fit-Care, one of the first soft franchise chains in the Netherlands. At the same time, he was a consultant for the HDD Group and responsible for the introduction of Les Mills in the Netherlands and Belgium. Jan was operations and sales director (COO) of Fitness First in the Netherlands. In 2003, Jan became commercial director and shareholder at HDD Group. From 2006 to 2009 he was international operations and sales director (COO) and business development director at HealthCity International, a European health club chain with 265 clubs in 7 countries. From 2009 to present, he has been CEO of the HDD Group and has launched LAPT personal training.

Jan is a board member of the EuropeActive in Brussels and is working on a PhD on adherence of members in fitness clubs at the Behavioral Science Institute of the Radboud University in the Netherlands. He published 10 books, the latest in 2012 named "The state of research in the global fitness industry", "Member retention in fitness clubs (2013)" and "Strategic management in fitness clubs (2014)".



**Hille Meetsma**

**H**ille Meetsma holds an MBA from the Hanzehogeschool in Groningen. He has been an entrepreneur since 1996, engaging actively in the world of sports as well as the information and communication technology. Since 2000, responsible for the private data of more than 1.3 million Dutch and Belgium individuals related to their lifestyle.

In 2011, he co-founded the company VitalinQ Healthy Lifestyle Support, a scientific based tool that combines personal health record, quantified self and social media in a personal health assistant, to create awareness about the outcomes in health, food and physical exercise. VitalinQ is part of two EU-FP7 projects about health literacy and combining scientific genotype and phenotype information. VitalinQ works close together with universities and other knowledge providers.

**Dr. Francesco Bertiato**



**D**r. Francesco Bertiato received his Bachelor Degree in Sport Science at the University of Padova in 2006, Master Degree in Exercise Science at the University of Padova in 2009 and his PhD in Exercise Science and Human Movement at the University of Verona in 2014, with a Thesis entitled "The interaction between medications and exercise on blood glucose response in type 2 diabetic subjects". His main scientific interest is on the study of the most effective training program to be prescribed in fitness and wellness facilities. He is currently the Program & Content Specialist at Technogym SpA. In his role, Francesco is currently managing the Technogym Personal Trainer Network, accounting thousands of professionals all over the world with the aim of spreading out the Technogym Ability Training Philosophy





**Dr Simona Pajaujiene**

**D**r Simona Pajaujiene gained a PhD in Social Science with specialisation in Sport Science and Education from Lithuanian Sports University. She holds a Master Degree in Public Health with specialisation Health and Fitness. She belongs to the groups of scientist investigating effectiveness and safety of

obesity and eating disorders prevention, healthy behavior promotion. She is an international coordinator for study programmes „European Bachelor in Physical Activity and Lifestyle Counselling“ and „Sport Coaching“, annually held teaching visits to different European Universities.

She has more than 20 years of experiences in the fitness sector. She is a certified trainer with broad specialisation, having passed from many roles of the fitness sector (personal trainer, group fitness to music, body and mind, indoor cycling, TRX, aqua fitness, outdoor activities classes, etc.). Simona is an active promoter and organiser of wellness and physical activity events for society, sports and medical representatives, schools, communities, etc. She is a guest speaker at different health and fitness conferences and presenter of fitness sector across Lithuania. Simona participates in various International projects related to the health and fitness sector and is constantly involved in training and qualification improvement courses for exercise professional. She is one of the founders and teachers of „Fitness academy“, which is the first EHFA-accredited training provider in Lithuania.

**Professor Dr Rita Santos Rocha**

**P**rofessor Dr Rita Santos Rocha began her professional career as a gymnastics and fitness instructor, working for more than 10 years in sports clubs and schools, with children, adults, pregnant women, and elder people, in Portugal. After graduating in Sport Sciences and MSc in Exercise & Health, with the Faculty of Human Kinetics (FMH) – Technical University of Lisbon (UTL), she became professor of the Sport Sciences School of Rio Maior (ESDRM) – Polytechnic Institute of Santarém (IPS). In 2006, she obtained a PhD in Human Movement, specialising in Health & Fitness (FMH) and since 2007, she has been a researcher of the Neuromechanics of



Human Movement group of the Interdisciplinary Centre for the Study of Human Performance (CIPER) of FMH, where she is involved in several research projects. Rita is also a member of the Scientific Council of the Research Unit of IPS and in the Advisory Committee of the Research Centre in Sports, Health Sciences and Human Development (CIDESD); and she holds a seat on the Scientific Board of the Portuguese Gymnastics Federation. At present, Rita is the director of ESDRM-IPS, and coordinator of the Master Degree in Physical Activity in Special Populations.



**Dr Anna Szumilewicz**

**D**r Anna Szumilewicz gained her PhD in Exercise Science (2010), on the basis of a doctoral thesis “Profile of professional fitness instructors in their opinions and expectations of participants in physical recreation”. She uses the conclusions from her research in modernising the Polish educational system for fitness and physical

recreation instructors and trainers. She cooperates with a few national institutions on Polish Qualifications Framework for Fitness Professionals. She is the author of over twenty scientific and popular-science papers in the field of women’s health-related physical activity.

Her scientific work and the proposed system solutions are based on many years of practical experience as trainer and fitness instructor. She has led group fitness classes for women of all ages in fitness clubs. She currently delivers health-related training programmes for pregnant women. She is a qualified group fitness instructor, fitness instructor and pre/postnatal exercise specialist. She is currently working on International Qualifications Framework for Prenatal and Postnatal Physical Activity Professionals.

**Leon Hobro**

**L**eon Hobro has worked within the fitness, health and sports industry for the last ten years, specialising in sales and customer service while studying Clinical Biomechanics at the University of Southern Denmark, to later work as a full time group consultant with Les Mills Nordic AB.



He holds a Master Degree in Osteopathy from the School of Osteopathic Medicine in Gothenburg. Since 2012, he has been serving as a Strength & Conditioning coach at the High Performance Center in Sweden, which closely collaborates with the Swedish Olympic Committee.

### Arron Williams



**A**rron Williams is Special Projects Manager for Life Fitness Academy, the Education division of Life Fitness & Hammer Strength. He has previously been a lecturer in sport and exercise psychology at the University of East London. Prior to this, Arron worked at the London Central YMCA as Education Development Director.

He has worked in the fitness industry for over twenty years and has vast experience of working with lots of different customers from every segment of the global fitness industry. The upshot is that he regularly gets to see and experience what works and what doesn't work in many different market segments in many different countries. Arron also works closely with the Life Fitness & Hammer Strength product development team on developing new fitness products and keeping them updated on trends, health and fitness research, which are driving different market segments globally and locally.

He is also a member of Europe Active's Standards Council, which provides strategic advice and guidance to EHFA in relation to the European framework and standards for the fitness industry in terms of development of the European Register of Exercise Professionals (EREPS).



### Dr László Zopcsák

**D**r László Zopcsák received his PhD with a "European mention", at Universidad Europea de Madrid, Spain (2011). He completed his research practice at University of Greenwich, School of Science, UK. His research focused on comparing different periodised training models of fitness club members. He holds a master degree in

Adapted Physical Education (2003) and a BSc in P.E. (1994). He is a certified basketball and track & field coach (1994). He finished his Personal Trainer studies at ISSA, Santa Barbara, Cal. USA (1999). He was appointed in the Brussels based

Europe Active's Standards Council in January 2010. He is the president of the Hungarian Health and Fitness Association, as well as the founder (2000), owner and CEO of International Wellness Institute (IWI), the very first Europe Active accredited (2009) training provider in Hungary and in the Central East European region. He is a guest speaker at different fitness and health tourism conferences throughout Europe (E.g. London, Brussels, Barcelona, Moscow, Greece). His teaching areas are clientele management, worksite wellness, fitness management.

He gained more than 17 years of experience in the fitness industry. During his professional career, he worked as a personal trainer and fitness manager in Cyprus, Limassol. In Hungary, he also worked as a PT, and led several fitness club projects, besides coordinating IWI to become the largest training provider in Hungary. Prior to his fitness sector related commitments, he was a P.E. teacher. His mission is "Promoting Cooperation, Innovation and Professional Standards for the European Fitness Sector in order to get More People, More Active, More Often".



### Dr. Christoffer Andersen

**D**r. Christoffer Andersen is Chairman of the Board of Fit&Sund in Denmark.

He holds a PhD in Kinesiology and Exercise Science from the University of Copenhagen and currently serves a member of Europe Active's Standards Council. In 2012, he received the prestigious Europe Active Standards Council Special Award for

his outstanding support, dedication and commitment as Technical Expert Group Leader on the development of the job purpose driven Europe Active Standards for Exercise for Health Specialists.

### Professor Dr. Paolo Caserotti

**P**rofessor Dr. Paolo Caserotti serves as Associate Professor for muscle physiology and biomechanics at the Institute of Sports Science and Clinical Biomechanics in Odense at the University of Southern Denmark. Since September 2012, he has been a member of Europe Active's Standards Council, primarily being responsible for the revision and adjustment of European educational standards in fitness.



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