

Bringing the Swim Schools World Together

International Business of Swim Schools Conference  
*The Ultimate Customer Experience*

# PRESENTATIONS

Ron Kaufman, Singapore

***Uplifting Service: Exceeding Customer Expectations One Action at a Time***

In today's global economy, customer expectations in almost every industry are rising. What was once considered a perk, bonus or plus is now a promise clients expect – and even demand – time and again. Uplifting Service is an entertaining and interactive presentation that shows everyone from the C-suite to the front lines specific actions and concrete steps to fly over customers' rising expectations and immediately improve the quality of service delivered at all levels of the company. Packed with real-life examples, powerful principles and tried-and-true techniques, this session will educate, motivate and inspire everyone on your team to take new action now.

Paul Dunn, Singapore

***Diving in Further Than You Ever Thought You Could***

In this fast-paced, powerful and inspiring presentation, 4-time TEDx speaker and Chairman of B1G1, Paul Dunn, shows you how to create a Business for Good, a business that really matters. You'll discover: The one key thing you need to move your business forward (hint: it's NOT Social Media) • How to become what's known as a 'blue-zone' business • How to become a lightning rod for talent AND customers simultaneously • How to create the kind of business you've dreamt about • And most importantly you'll have an immense amount of fun with Paul too.



**Ron Kaufman**



**Paul Dunn**



**Mark Cecil**



**David Gorman**

Mark Cecil, Australia

***The Ultimate Customer Experience Core to the Strategic Plan***

Paul Sadler Swimland has been a significant member of the learn to swim industry since Paul started his first swim school in 1972. Over the past few years, Swimland has had to rethink how they do business outside of the pool to ensure their business practices stay relevant in today's changing market. Join Swimland's Mark Cecil as he takes us through Swimland's journey into 2020 and beyond.

David Gorman, USA

***Money Money Money: Franchises & Private Equity Investors Enter The Market***

Signalling the end of days as a 'cottage industry', Swim Schools have attracted the interest of private equity investors as well as franchisors. Former Morgan Stanley and Bear Stearns investment professional, David will discuss what private equity does, how it helps the industry (though not every single swim school) and how your school might partner with private equity firms to grow, compete and diversify. David will also discuss his current learning about franchising, how his experience with investing and the swim school market kindled his franchising curiosity.

Jun Lian, China

***How Do We Make a 3,000-Person Baby Swimming Team Work Well?***

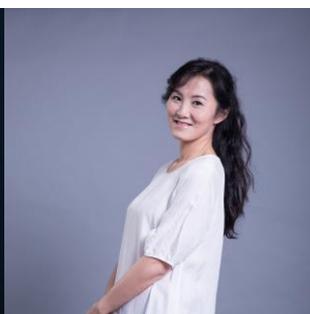
Loong Swim Club has 150 clubs in China, each club has 20 full-time employees, which overall equates to more than 3,000 full-time employees. Through their own comprehensive management systems, Loong enable each employee to exceed in their respective positions. Jun will be sharing some of Loong Swim Clubs inspiration for staff training.

Le Tan, China

***How Baby Swimming Brands Build Their Core Competencies***

In response to the multi-faceted market competition and the market economy with Chinese characteristics, the development and rise of private baby and children sports education is very rapid in China. In just ten years, China has changed from no swimming pools for babies and children to booming everywhere in the country. With the establishment of large and small baby swimming clubs, competition is inevitable. Le will share the Loong Swim Club experience of how to be the top player in the market, and how to improve the core competitiveness of baby swimming.

**Le Tan**



**Jun Lian**



***Theo Millward***

***Siria Thomas***

***Mel Rickwood***

Theo Millward, UK

***The Millennial Perspective***

Our new customers typically were born in a generation where social media, the Internet and mass digitisation was the norm. Whilst the negative impact this environment has on our society is well known, we have to accept it is now the norm. In this session, Theo will share some of his insight on how combining both the physical and digital can increase participation, reach and have a positive impact on society. Touching the management of customers as well as incentives, Theo will share some of the results of 3 years of investment and rethinking how a Swim School operates.

Siria Thomas & Melissa Rickwood, Australia

***How Swim Schools Can Use Water Safety to Gain & Retain Clients***

This presentation will be about helping swim schools become more innovative about changing the thought patterns of parents from water safety being a wasted component, into water safety being the most important part of the curriculum. To accompany the presentation will be the use of some video footage of parent comments regarding water safety weeks / skills to use at your swim school as well as Assessment Certificates; a cutting edge resource your swim schools can use.

Julie Zancanaro & Nicole Dodds, Australia

***Investing in The Early Years***

This presentation will be on the importance of providing a leading program for the under 5's; giving a positive ROI for the children, the community, and the swim school. Julie & Nicole will share their formula for programming, training and marketing to cater to this most important customer base.



***Julie Zancanaro***

***Nicole Dodds***