

TAG Health Club Network Webinar Schedule

TAG TALK

Every month the TAG team will be hosting a remote conference to help TAG members improve how they operate, market and grow their business. We have purposely kept TAG TALK's format short and sweet to make sure we are not taking too much of your time. Each TAG TALK will begin with an overview from the moderator followed by what we call an 'open mike session' to explore that talk's topic among the participants. Our goal is for the sessions to last no more than 30 to 45 minutes. The following is the tentative TAG TALK schedule.

TAG TALK: Tuesday, November 15th @ 2PM

Operating Cost Management:

John Atwood, President and Founder – TAG

No Health Club, especially Independent Clubs, can rely on acquiring new members to drive their business. Operating more cost effectively will result in improved bottom lines and solid growth. Join TAG founder, John Atwood for a lively discussion of how to begin to operating more efficiently.

Details to follow.

TAG TALK: Tuesday, December 13th @ 2PM

How to Get Better Pricing – John Atwood

One of the most important keys to a more cost-efficient Health Club operation is the simple reality of paying less for what you need. John Atwood will discuss the tips and techniques he's learned in his 25 years in the business. You'll also learn more how you as a TAG member can enjoy substantial discounts on equipment, services and other operating costs.

Details to follow.

TAG TALK: Tuesday, January 17th @ 2PM

SEO and Web Management – Javier Matos, CTO & John Atwood

Search Engine Optimization is not an ART, it's a very precise science with the potential to help you 'rank' at the top of local fitness searches. Learn how you can begin to learn how to improve your web 'hits' from Javier Matos, TAG's Chief Technology Officer