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MEFIT26 SUMMIT AGENDAS



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9D x MEFIT26



MEFIT26 POWERED BY 9D BREATHWORK

9D Breathwork is a global leader in immersive breathwork experiences. Committed to transforming well-being through the power of breath, sound, and innovative technology.



BUSINESS SUMMIT SPEAKERS

FRIDAY 16th OCT



**HH SHEIKH ABDULLAH
BIN HAMAD BIN SAIF AL SHARQI**
PRESIDENT, EBBF



GREG BOUCHER
FOUNDER & CEO, MEFITPRO



RANIA BOUCHER
MD, MEFITPRO



JOE MOORE
CEO & CO-FOUNDER,
9D BREATHWORK



AIDAN O'BRIEN
STRATEGIC ADVISOR &
EXECUTIVE MENTOR



HAMZA GHERARA
FOUNDER,
GHM CONSULTANCY



DANIEL WEBSTER
CO-FOUNDER,
BOXOLOGY



PETER VAN DER KWAAK
CEO,
CLUBPLANNER GROUP B.V.



GARETH JONES
COO, FIT CODE & WELLFIT



KEVIN TEIXEIRA
CO-FOUNDER,
WAREHOUSE GYM



JASON TUBBS
COO, FITNESS FIRST



DIMITRI KOUTSOUBAKIS
CEO, KUN SPORTS



STEWART MILLER
CO-FOUNDER,
ARKHE & LIVE WIRE

16TH
OCTOBER

FRIDAY

BUSINESS SUMMIT TIMETABLE



FEATURES WORLD’S BEST SPEAKERS IN THE FITNESS ECO SYSTEM A NETWORKING HUB FOR BUSINESS LEADERS & BRAND OWNERS

TIME	SESSIONS
08:30am - 09:00am	Arrival of Dignitaries & Welcome Networking Breakfast Sponsored by <i>nuzest</i> [®] Coffee, Tea, Snacks & Smoothies
09:00am - 09:15am	Welcome Speech - MEFITPRO
09:15am - 10:00am	KEY NOTE SPEECH - LEAD, EXECUTE, AND MULTIPLY - Aidan O’Brien - Strategic Advisor & Executive Mentor
10:00am - 10:15am	9D BUSINESS & LEADERSHIP EXPERIENCE - Joe Moore - CEO & Co-Founder, 9D Breathwork
10:15am - 11:15am	HITTING DEPTH WITH SALES - Daniel Webster - Co-Founder, Boxology
11:15am - 11:30am	Break
11:30am - 12:15pm	THE GROWTH LEAK - Hamza Gherara - Founder, GHM Consultancy
12:15pm - 01:00pm	Panel Discussion 1 THE FUTURE OF WELLNESS SPACES
01:00pm - 02:00pm	Panel Discussion 2 THINK GLOBALLY ACT LOCALLY
02:00pm - 03:00pm	Network Lunch Sponsored by QOOAH .AE

BIOHACKING & LONGEVITY SUMMIT

TIMETABLE



TIME	
08:30 AM TO 10:00 AM	GLP-1 DRUGS: OUR FAT LOSS SAVIOUR? BY BENJAMIN SIONG GLP-1 MEDICATIONS SUCH AS OZEMPIC® HAVE GAINED ATTENTION FOR ACCELERATING WEIGHT LOSS, BUT WHAT ARE THEIR WIDER PHYSICAL AND MENTAL HEALTH EFFECTS? THIS SEMINAR EXPLORES THE LATEST SCIENCE BEHIND GLP-1 DRUGS, THEIR INTERACTION WITH EXERCISE, AND WHETHER THEY CAN TRULY REPLACE PHYSICAL TRAINING. IT ALSO HIGHLIGHTS THE ROLE PERSONAL TRAINERS CAN PLAY IN SUPPORTING CLIENTS CONSIDERING THESE OPTIONS.
15 MIN BREAK	
10:15 AM TO 11:45 AM	MUSHROOMS & THE BIOLOGY OF AGEING: EXPLORING THE EVIDENCE FOR MEDICINAL MUSHROOMS IN HEALTHSPAN, CELLULAR RESILIENCE AND LONGEVITY BY ROMINA MELWANI ROMINA MELWANI, MYCOTHERAPIST, NUTRITIONIST AND FOUNDER OF THE NUTRITION HEALTH COLLECTIVE, EXPLORES HOW MEDICINAL MUSHROOMS MAY SUPPORT HEALTHY AGEING AND LONGEVITY. THE SESSION EXAMINES THEIR POTENTIAL EFFECTS ON IMMUNITY, INFLAMMATION, OXIDATIVE STRESS, CELLULAR RESILIENCE AND METABOLIC HEALTH, WHILE HIGHLIGHTING WHERE CURRENT EVIDENCE IS STRONGEST AND WHAT IT MAY MEAN FOR CLINICAL PRACTICE.
15 MIN BREAK	
12:00 PM TO 01:30 PM	BEYOND RECOVERY: THE SCIENCE OF CONTRAST THERAPY FOR PERFORMANCE, RESILIENCE, AND LONGEVITY BY DR. ELIE ABIRACHED THIS EVIDENCE-BASED SESSION EXPLORES HOW HEAT AND COLD EXPOSURE CAN SUPPORT RECOVERY, CIRCULATION, NERVOUS SYSTEM REGULATION, RESILIENCE, AND PERFORMANCE. IT COVERS THE SCIENCE BEHIND CONTRAST THERAPY, PRACTICAL PROTOCOLS, AND THE ROLE OF HYPERICE TECHNOLOGIES, INCLUDING THE HYPERICE CONTRAST 2, WITHIN AN INTEGRATED RECOVERY STRATEGY.
LUNCH BREAK 01:30PM TO 2:30PM	
02:30 PM TO 04:00 PM	THE PEPTIDE PROTOCOL: PRECISION STRATEGIES FOR REPAIR, RESILIENCE & HEALTHY AGEING BY DR. JENNA BURTON JOIN DR JENNA BURTON FOR AN EXPLORATION OF HOW PEPTIDES ARE BEING USED TO SUPPORT REPAIR, RECOVERY, IMMUNE RESILIENCE, METABOLIC SIGNALLING AND HEALTHY AGEING — WITH A STRONG FOCUS ON SAFETY, PATIENT SELECTION AND REAL-WORLD APPLICATION IN MODERN PERSONALISED CARE.
15 MIN BREAK	
04:15 PM TO 05:45 PM	BREATHE TO PERFORM: USING BREATHWORK TO OPTIMIZE STRESS, RECOVERY & LONGEVITY BY 9D BREATHWORK DESIGNED FOR COACHES AND FITNESS PROFESSIONALS, THIS IMMERSIVE 9D BREATHWORK SESSION EXPLORES HOW BREATHWORK CAN SUPPORT RECOVERY, STRESS MANAGEMENT, RESILIENCE, AND PERFORMANCE. PARTICIPANTS WILL EXPERIENCE A GUIDED SESSION WHILE LEARNING HOW BREATHING INFLUENCES THE NERVOUS SYSTEM, FOCUS, EMOTIONAL REGULATION, AND RECOVERY, AND HOW IT CAN COMPLEMENT TRAINING AND LONGEVITY STRATEGIES.



FITNESS & WELLNESS SUMMIT
TIMETABLE



TIME		LONGEVITY & BIOHACKING		PILATES	REHAB/CORRECTIVE EXERCISE
08:30 AM TO 10:00 AM	BUSINESS SUMMIT	PREREQUISITES FIRST: BUILDING BETTER SQUATS Adam Jongsma Theory & Practical	GLP-1 DRUGS: OUR FAT LOSS SAVIOUR? Benjamin Siong Theory	THE PEAK WAY Mila Bonvini Practical	THE FOOT-ANKLE POWERHOUSE: RESTORING THE KINETIC CHAIN'S FOUNDATION Marty Miller Theory & Practical
15 MIN BREAK					
10:15 AM TO 11:45 AM		BUILDING 3D GLUTES: FROM ASSESSMENT TO APPLICATION Ross Gilmour Practical	MUSHROOMS & THE BIOLOGY OF AGEING Romina Melwani Theory	FIND YOUR POWERHOUSE Elena Paraschiv Practical	HIPS DON'T LIE: UNCOVER WHAT YOUR HIPS ARE ACTUALLY CAPABLE OF... AND WALK OUT BUTTERY SMOOTH Ava Rodriguez Theory & Practical
15 MIN BREAK					
12:00 PM TO 01:30 PM		SKIN SIGNAL THE NEUROSCIENCE OF KINESIOLOGY TAPING AND THE TOP FIVE APPLICATIONS Dr. Daniel Lawrence Theory & Practical	BEYOND RECOVERY Dr. Elie Abirached Theory & Practical	PRE AND POST NATAL PILATES FOUNDATIONS Mila Bonvini Practical	LEVELING THE PLAYING FIELD: CORRECTING THE ASYMMETRICAL HIP SHIFT Marty Miller Theory & Practical
1 HOUR LUNCH BREAK Sponsored by QOOAH.AE					
02:30 PM TO 04:00 PM	HOW TO ADD ONLINE COACHING TO YOUR PERSONAL TRAINING BUSINESS Mark Coles Theory	STRENGTH FROM THE INSIDE OUT INTRA-ABDOMINAL PRESSURE CREATION, TRAINING & INTEGRATION Adam Jongsma Theory & Practical	THE PEPTIDE PROTOCOL: PRECISION STRATEGIES FOR REPAIR, RESILIENCE & HEALTHY AGEING Dr. Jenna Burton Theory	BALANCE THE STRENGTH AND THE STRETCH Elena Paraschiv Practical	SHOULDER KINETIC CHAIN INTEGRATION Marty Miller Theory & Practical
15 MIN BREAK					
04:15 PM TO 05:45 PM	TRAIN LIKE AN ATHLETE Benjamin Siong Theory	THE SHIFT UNDERSTANDING PAIN, THREAT, AND THE WINDOW THAT TOUCH OPENS Dr. Daniel Lawrence Theory & Practical	BREATHE TO PERFORM 9D Breathwork Theory & Practical	CHAR-ISMATIC FLOW Mila Bonvini Practical	INCREASE YOUR REVENUE POTENTIAL WITH HYPERICE ASSISTED STRETCHING CERTIFICATION Remi Vanecht Theory & Practical

FITNESS & WELLNESS SUMMIT

TIMETABLE



TIME	FITNESS	LONGEVITY & BIOHACKING	REHAB/CORRECTIVE EXERCISE	FUNCTIONAL TRAINING	STRENGTH & CONDITIONING	PILATES	FITNESS
08:30 AM TO 10:00 AM	BEHAVIOURAL COACHING FOR INCREASED CLIENT COMPLIANCE Benjamin Siong Theory	THE MIDLIFE METABOLIC RESET: WHY WOMEN STOP RESPONDING TO DIET & TRAINING AFTER 40 Gayu Lewis Theory	THE CORE-TO-PERIPHERY LINK: RESETTNG THE LUMBO-PELVIC-HIP COMPLEX (LPHC) Marty Miller Theory & Practical	DISCOVER THE POWER OF THE TURKISH GET UP! Marlon Villanueva Practical	FASTER & STRONGER - BECOME A BETTER ATHLETE WITH SAQ AND PLYOS Johnny Nemer Practical	YOUTH-FULL PILATES Elena Paraschiv Practical	THE FEMALE PHYSIQUE COACHING BLUEPRINT: FROM PHYSIOLOGY TO PRACTICAL APPLICATIO Ross Gilmour Theory
15 MIN BREAK							
10:15 AM TO 11:45 AM	REVERSE DIETING: EAT MORE, STAY LEAN Marcin Olszewski Theory & Practical	COLD THERAPY TECHNOLOGIES AND PROGRAMMING THAT ACTUALLY FIT YOUR CLIENT'S LIVES Remi Vanecht Theory & Practical	THE AMP TOOLKIT IASTM, CUPPING, VIBRATION, AND FLOSS Dr. Steve Capobianco Theory & Practical	THE EMBODIED WOMAN: TRAINING FOR STRENGTH, PERFORMANCE & LONGEVITY THROUGH MIDLIFE Mona Bitar Theory & Practical	TWEAKING THE HINGE: BIASING GLUTES, HAMSTRINGS, AND ADDUCTORS Adam Jongsma Theory & Practical	REFORMER VARIATIONS Mila Bonvini Practical	THE GUT'S ROLE IN WHAT YOU EAT AND HOW YOU RECOVER Dr. Omar Khokhar Theory
15 MIN BREAK							
12:00 PM TO 01:30 PM	HOW TO SELL COACHING, STAND OUT, AND CONSISTENTLY GROW, IN A CROWDED MARKET. Mark Coles Theory	THE FUTURE OF COACHING: FROM FITNESS PROFESSIONAL TO TRANSFORMATION FACILITATOR 9D Breathwork Theory & Practical	THE HYBRID EDGE AMP PRO TOOLS APPLIED TO THE MODERN FITNESS COMPETITOR Dr. Daniel Lawrence Theory & Practical	REACTIVE INTELLIGENCE WORK-SHOP POWERED BY BLAZEPOD Simon Jacobs Practical	OLYMPIC WEIGHTLIFTING TRAINING SYSTEMS FOR COACHES Burgener Strength Practical	BACK CONNECTIONS BUILD YOUR STAMINA! Elena Paraschiv Practical	WHY MOBILITY EXERCISES WON'T GET RID OF YOUR RICE KRISPIE SHOULDERS & NECK PAIN Ava Rodriguez Theory & Practical
1 HOUR LUNCH BREAK Sponsored by QOOAH.AE							
02:30 PM TO 04:00 PM	MAY THE FORCE OPPOSE YOU! THE ONE TRUE FOUNDATION FOR UNDERSTANDING ALL EXERCISE Ross Gilmour Theory	THE EMBODIED BREATH: NERVOUS SYSTEM MASTERY FOR PERFORMANCE, READINESS, AND LEADERSHIP Mona Bitar Theory	ADVANCED CES SOLUTIONS FOR DYNAMIC KNEE VALGUS Marty Miller Theory & Practical	AMP PRO — BRINGING IT ALL TOGETHER AND STEPPING INTO YOUR NEW IDENTITY Dr. Daniel Lawrence Theory & Practical	APPLIED BIOMECHANICS: MASTERING MUSCLE BIAS IN PULLING Adam Jongsma Theory & Practical	MAT MASTERY: PRECISION & FEEDBACK Mila Bonvini Practical	WHERE STRENGTH MEETS MOTHERHOOD: A COACH'S BALA MAMA PLAYBOOK Yousra & Margarita Theory & Practical
15 MIN BREAK							
04:15 PM TO 05:45 PM	DOSE AND SHEAR THE SCIENCE OF COMPRESSION, SELF-MASSAGE, AND THE STICKY FIVE Dr. Daniel Lawrence Theory & Practical	EATING ACCORDING TO YOUR BODY TYPE AND BLOOD TYPE – WHAT'S THE GO? Benjamin Siong Theory	THE OVERHEAD SQUAT ASSESSMENT (OHSA) Marty Miller Theory & Practical	THE BUSINESS OF BREATHWORK 9D Breathwork Theory & Practical	WHERE STRENGTH MEETS MOTHERHOOD: A COACH'S BALA MAMA PLAYBOOK Yousra & Margarita Theory & Practical	THE MAGIC IN THE CIRCLE Elena Paraschiv Practical	GRUMPY KNEES & WOBBLY LEGS Ava Rodriguez Theory & Practical



THANK YOU

BOOK YOUR TICKET

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**BEST FITNESS
EDUCATION SUMMIT
IN THE MIDDLE EAST**



**FITNESS EVENT
OF THE YEAR 2023**

