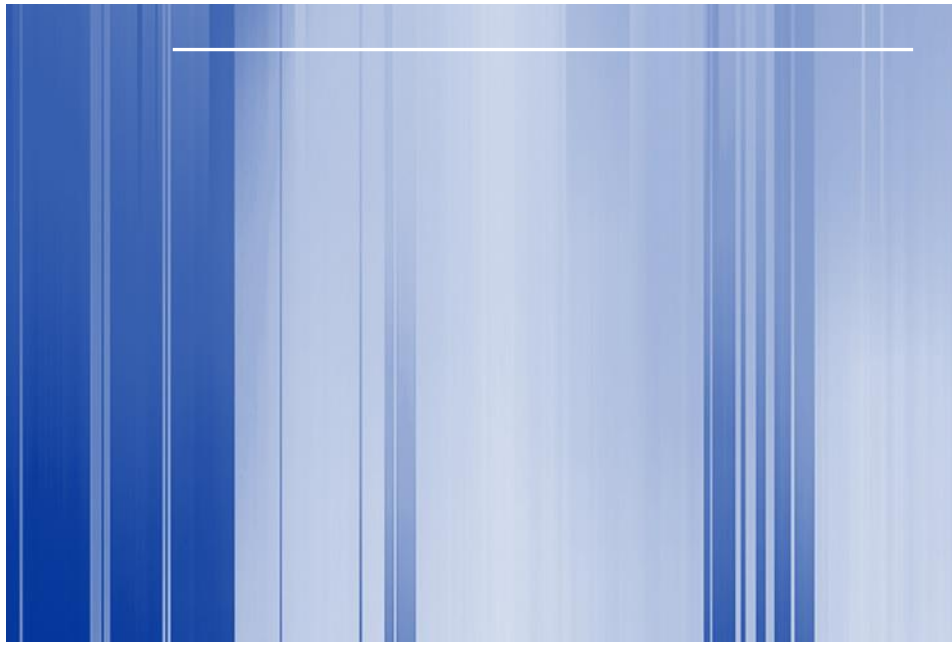


SEMINAR / CONFERENCE SPEAKER PROGRAMS



**BOOK
NOW**

770-922-0700
mail@bodyzone.com

Give attendees the edge in a challenging healthcare environment.

Comprehensive, step-by-step, actionable rehab exercise protocol, taught in a practical framework to implement immediately.

- Posture is a growing consumer concern relevant to everyone.
- The posture niche is rapidly increasing as boomers age and see their posture deteriorate.
- Attendees learn reproducible techniques to strengthen patients' posture and become the "posture expert".



THE SHAPE OF HEALTHCARE IS CHANGING

Drastic changes in healthcare continue as more patients demand preventative care and take greater responsibility for their health. We can help your professionals stay ahead of the curve.

Dr. Steven Weiniger is the leaders in evidence supported postural assessment and rehabilitative training for professionals.

Partnership Opportunity

In addition to presenting seminars and keynotes, we can partner with your association/group to offer the Certified Posture Exercise Professional (CPEP®) program. We do this by combining live CE (at your events) with online training.

Revenue

Your members get a discount on certification and your organization receives a portion of CPEP® registration, increasing your conference bottom-line revenue.

Exposure

CPEP® synergizes with your events for cross promotion and greater reach, and creates a passionate well-trained community of pros promoting the importance of posture.



“[Dr. Weiniger] shared generously his knowledge of posture and professional information in the development of resources and articles.

His guidance has been of significant benefit to our program.
Should you have the occasion to work with Dr. Weiniger
I am confident you will be as pleased as we have been.”

Deb Manz, CEO - Alberta College and Association of Chiropractors



POSTURE PRACTICE SEMINARS



INTERACTIVE, HANDS-ON

Professionals

- Clinically assess posture and balance
- Teach step-by-step StrongPosture® exercise protocols to progressively train Balance, Alignment and Motion
- Increase patient function and mobility
- Engage people with balls, bands, foam rolls, stability trainers and other fun, affordable tools
- Get proficient with hands-on lab
- Renew enthusiasm with immediate application

Practices

- Functionally strengthen common posture adaptations and distortions.
- Build value with “Move Well to Age Well” concepts
- Offer easy-to-follow, rehab exercise that is customizable for specific needs
- Increase word-of-mouth referrals, retention, and compliance using patient education demos
- Become the go-to posture expert in your community

Patients/Clients

- Research-documented, bio-mechanical active care to progress from rehab to wellness
- Measurable results, plus StrongPosture® concepts for motivation and ongoing engagement.
- *(one-on-one)* Setting personal baseline exercise for post-injury rehab, winning sports performance, functionally strong balance and moving well to age well
- *(group)* Enjoying fun, dynamic, and interactive classes for people of all ages and wellness levels

Associations/Groups

- Extended association exposure to current and prospective new members through cross marketing
 - * Email blasts and newsletters
 - * Event dates posted to PosturePractice.com, BodyZone.com & numerous online event pages
 - * Print advertising commissioned by BodyZone
 - * Fresh articles for your journal/newsletter
- Mainstream media exposure generated by BodyZone.com and *Stand Taller ~Live Longer*

“Reviews have been overwhelmingly positive, with the numbers of students enrolling in the course increasing exponentially from term to term. I recommend it highly.”

*Tolu A. Oyelowo, M.S., D.C.
Chair, Department of Health Promotion & Wellness, NWHSU*

OPTIONAL CREDENTIALING

CPEP® - Certified Posture Exercise Professional

Classes we present at your conference are **open to everyone**, applicable to both professionals and staff.

Attendees excited to specialize with a *higher skill level* sign up for certification at a significant discount.

CPEPs are health and fitness professionals trained in StrongPosture® protocols and demonstrate proficiency in teaching and adapting them to people of various levels of fitness and ability.

The certification program is designed to engage DCs, therapists, trainers, staff and other professionals.

The CPEP program's breadth sets it apart.

- Accessible framework, reproducible in practice
- Designed to mesh with all techniques /rehab methods

More than a certificate. Our network of pros actively work with us to build their practices.

Ongoing support:

- Monthly downloads for community outreach, patient/client education and business marketing
- Opportunities to contribute to articles and schedule interviews for mainstream media features.
- Education to keep current with cutting-edge research



POSTURE EXPERT INSTRUCTOR/ AUTHOR

DR. STEVEN WEINIGER



Dr. Steven Weiniger, internationally renowned posture expert, has trained thousands of professionals to first rehab injuries and then help their patients keep moving well with StrongPosture® exercise protocols.

He literally wrote the book on improving posture, *Stand Taller ~ Live Longer: An Anti-Aging Strategy*, and authored the postural assessment chapter in *Photographic Manual of Regional Orthopedic and Neurological Tests*. His newest book is *Posture Pictures: Assessment, Screenings, Marketing and Forms*.

Dr. Weiniger was appointed a delegate to the White House Conference on Aging, the decennial event held by

the President of the United States and Congress to develop recommendations on issues, policy and research in the field of aging.

A graduate of NYCC, Dr. Weiniger is a postgraduate instructor for Logan University and has presented for NWUHS, NYCC, UBCC, LIFE, COCSA, and numerous higher education, corporate and private organizations.

He's also managing partner of BodyZone.com, a public resource offering a referral directory and comprehensive information about posture, exercise, chiropractic, massage, and other life habits.



POSITIVE PRESS

Dr. Weiniger's expertise has been covered by leading national and international TV networks, radio, print publications and health/fitness industry magazines, such as those featured here.

"Dr. Weiniger has spoken for us on a number of occasions. These events were highly successful in large part because of Dr. Weiniger's participation and his national reputation as an expert in posture rehabilitation and biomechanics."

Kristine Dowell - Executive Director, MAC

BOOK NOW

Ask for course titles, outline,
partnership and sponsorship info.

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