

MEDIA RELEASE

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FILEX CELEBRATES THE RETURN OF FACE-TO-FACE EVENTS



SYDNEY – 31 March 2021 – FILEX today announces the return of its face-to-face events, culminating in two massive industry summits later this year - FILEX Business Summit and FILEX Trainer Summit, all powered by the industry peak body and key partner, Fitness Australia.

After significant industry consultation, plus the news that Reed Exhibitions would no longer be running the Fitness Shows, FILEX is delighted to announce new formats, new venues and tighter, more focused schedules. Gone is the traditional, old-school FILEX Convention and in its place will be fresher and more tailored learning summits. FILEX Virtual Summit and, the invitation-only, FILEX Leadership Summit will begin the 2021 program, but it does not stop there.

FILEX Business Summit (17–18 June 2021 at Hilton, Sydney) combines world-class business content with unrivalled networking opportunities. Previously a single day event, this has evolved into a truly must-attend two-day congress, including intimate roundtable discussions, plenary sessions packed with actionable tips and advice, and a new-look expo, full of products and services, handpicked to accelerate business growth. A centrepiece to this new look event will be the Fitness Australia Awards, a night where the whole industry comes together to celebrate its best and brightest.

FILEX Trainer Summit (13–14 August 2021 at the Hilton, Sydney) is the industry's most dynamic learning event, where the theoretical meets the practical to offer trainers content they simply cannot get anywhere else. The event will be headlined by a world-class keynote speaker and the high-quality expo will be fully integrated with the education to ensure two days of seamless learning, networking and inspiration.

Whilst FILEX has increased the scope of its online and digital operations during the pandemic, live events, where the community can physically come together, remains the preferred method for a fitness industry that thrives on real, face-to-face, human interaction.

The global pandemic hit the fitness industry harder than most, but FILEX has remained resilient and optimistic throughout.

“It’s been a long, hard road,” said Anthony Reed, General Manager of FILEX, “So we couldn’t be more excited to announce these live in-person events. This signals a new beginning for Australian events and an exciting new era for Asia Pacific fitness education.”

The industry’s appetite for face-to-face has never been in question, says Reed. “The move to digital formats made sense given the restrictions and we will maintain a strong online presence going forward. But, make no mistake, fitness professionals have been extremely vocal in their preference for events where people can physically come together to learn, network and celebrate this amazing, vibrant industry.”

Reed believes that pent up demand will see the industry bounce back quick and stronger than expected. *“I’m having many conversations with industry leaders and almost unanimously they tell me that they and their teams cannot wait to return to the dynamism and atmosphere of a live FILEX event. The audience is ready to go, I can tell you.”*

FILEX hopes to build on its incredible reputation and strong brand to uncover new opportunities in the live events space. This will include unique partnership opportunities, high-level, proactive networking and original content based on future industry trends.

For more information please go to filex.com.au.

About FILEX

For more than 30 years, FILEX has been at the epicentre of the Australian fitness industry and during that time the brand has evolved into a year-round provider of professional development education events, both face-to-face and virtual.

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