

online academy

LAUNCH

31ST APRIL



THE EUROPEAN INSTITUTE OF FITNESS LAUNCHES ITS ONLINE ACADEMY

The European Institute of Fitness leads the way in innovating and creative thinking launching its impressive Online Academy designed to make ongoing learning and development more flexible and accessible than ever before. Darren Tebbenham, Director of the Institute told us "Your earning power is dependent upon your learning power and no one should be prevented from growing and developing into powerful and insightful trainers. Our new look academy is one of a kind, the original virtual experience made better". Fellow Director and Campus Manager Angela Francis continued to explain "whilst our residential campus offers the gold standard in fitness education, a centre of excellence if you like for Personal Trainers, our online academy wraps up distance education into a neat and tidy bundle enabling flexible learning through both recorded and LIVE and interactive exciting real-time education delivered through our virtual classroom."

This launch is of course very timely given the economic climate and offers those wishing to retrain and qualify as Personal Trainers, existing trainers and those in allied health professions opportunity to access affordable training without compromise. Mark Smith, Online Training Manager explains "our industry is saturated with sub-standard education and training. It is no wonder the British public find it so difficult to get fit and healthy. A personal trainer must be a

motivation coach; an inspiration to their clients. Our new trainer support programs go much further than offering CPD points or optional extras for the recent graduate but a comprehensive way of staying motivated, continuing to better prepare clients for change and ensuring not only career success but results for their clients. Our industry has certainly embraced the minimum standard with more than 80% of trainers in the UK on the REPs register. The problem is there is very little momentum to grow beyond this minimum standard. And that's where our online academy comes in helping forward thinking trainers to continue to grow and development without having to take time away from their clients."

The Online Academy with weekly webinars, monthly virtual classroom workshops and much more will surely not only impact on the effectiveness of trainers but the health of the nation. Sharon Curciarello summarises by stating "at the end of the day we must judge our success by the degree to which we can change the health and wellbeing of the nation. If we continue to do what we have always done we will surely continue to get what we have always got. To get something different we might need to do something different. We have been training people through our virtual classroom for many years and are more experienced in this online environment than anyone and only now really beginning to find the right balance for maximal impact."



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Our latest release ACSM Personal Fitness Coach enables the US market to up skill and embrace a dedicated coaching support arm to their practice, a product we will be releasing in the UK later this year. Come and attend a LIVE webinar or workshop and see for yourself what all the fuss is about”.

All-in-all the Online Academy provides an international feel to ongoing training and education and with its 6-monthly virtual PT conference is certainly worth a look
www.onlinefitnessacademy.com



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