

AGENDA

DAY 1

9:30am - 9:40am:

Spectacular Opening Ceremony

9:40am - 11:10am:

Shocking State Of The PT Profession:
How To Protect Yourself From The Coming Trends,
Tribulations & Turmoil *w/Paul Gough*

11:10am - 11:40am:

Break

11:30am - 12:45pm:

Advanced Lead Generation:
Essential Elements Of A Non-Stop Lead Generation, Trust Making,
Authority Building, Marketing Machine - **Part 1**
w/Paul Gough

12:45pm - 2:10pm:

Lunch Break
Lunch Provided For 4% Club Members

2:10pm - 4:00pm:

Ultimate CEO Competition:
5 CEO MM Members Share Their Incredible Story Of Success,
Looking To Win YOUR Vote To Be Crowned Our **Ultimate CEO For 2023**

4:00pm - 4:30pm:

Break

4:30pm - 6:00pm:

Marcus Lemonis Keynote

6:00pm:

Day 1 Wrap

SWINGING 60'S AFTER PARTY

Biscayne - 7:00pm

DAY 2

8:30am - 9:30am:

Speed Selling:
How To QUICKLY Determine If A Lead Is A Good,
Qualified Buyer, Or A Big Waste Of Your Time!
w/Barry George

9:30am - 10:30am:

**"6 Powerful Marketing & Sales Automation Strategies
That Will Turbo Charge Your PT Practice Growth**
w/PG's Automation Queen, Lisa Surtees

10:30am - 11:00am:

Break

11:00am - 12:00pm:

**How To Set Up Autopilot Marketing Systems To
Consistently Get 15-20 New Patients Per Month**
(Including 5 Proven Marketing Campaigns That WORK Everytime)
w/Cameron Storer

12:00pm - 12:40pm:

CEO Success Panel:
Top 5 Physical Therapy CEO's Discuss Their Incredible Progress,
Biggest Challenges & Best Decisions Of The Last 12 Months
w/Paul Gough



DAY 2 CONTINUED

12:40pm - 1:00pm:

Ultimate CEO Winner Announcement

1:00pm - 2:30pm:

Mastermind Lunch Break

Lunch Provided For 4% Club Members & Platinum Only

(Non-Mastermind ONLY)

Pre-Registered Guest Bonus Session w/Paul Gough

Triggering The Transformation:

How To Break Free From Being Small, Stuck & Struggling, To Being A Profitable, Scalable (& Saleable) PT Practice.

2:30pm - 4:00pm:

Advanced Lead Generation:

Essential Elements Of A Non-Stop Lead Generation, Trust Making, Authority Building, Marketing Machine - **Part 2**

w/Paul Gough

4:00pm - 4:30pm:

Break

CEO Interest Breakout - Backstage w/Paul

4:30pm - 6:00pm:

Advanced Lead Generation:

Essential Elements Of A Non-Stop Lead Generation, Trust Making, Authority Building, Marketing Machine - **Part 3**

w/Paul Gough

6:00pm:

Day 2 Wrap



DAY 3

NEW MASTERMIND MEMBER DINNER & DRINKS RECEPTION

The Upper Deck - Saturday at 6:00pm

8:30am - 9:45am:

Anil Gupta Keynote

3 Keys To Immediate Happiness In Business & Life

9:45am - 11:00am:

Developing "A Players":

What The Best Staff Do Differently (And How To Get Your People To Do More Of It!)

w/Paul Gough

11:00am - 11:40am:

Break

Book Signing Opportunity - w/Paul Gough

11:40am - 1:00pm:

Greg Crabtree Keynote

How To Increase The Exit Value Of Your PT Business (So You Can Sell It For The Highest Possible Amount Of Money)

1:00pm - 3:00pm:

"21 Things To Know When Scaling To Past \$80k Per Month"

(Whether You're Trying To Get There OR Already There & Isn't Going To Plan

w/Paul Gough

3:00pm - 3:15pm:

Paul's Final Thoughts

3:15pm:

Event Wrap