



2012 Business Brain Trust Conference (BBTC)

Check out our new format!

May 7-9, 2012: Excalibur Conference Center, Las Vegas, Nevada, USA

The Business Brain Trust Conference (BBTC) is the industry's premier gathering, featuring professional designation tracks for owners, program managers and office managers.

Seminar Schedule:

Monday-Tuesday, May 7-8: Main days for the professional designation tracks.

Wednesday, May 9 from 8 am-12 pm: Industry-specific sessions, planned for Gymnastics, Motion Evolution, Swimming, Dance, Cheerleading, Education and Entertainment. This session is FREE to BBTC attendees.

"The Business Brain Trust Conference offers owners and managers the unique opportunity to brainstorm, network, and discuss all aspects of the business with our peers. Anyone who is not attending the BBTC is missing the chance to refocus and revitalize their energy and their company's future. We will be back again."

Mardi Obray, Utah, USA

"You have gone above and beyond on our behalf and appreciate all you have done. Our team was so pumped after the BBTC that we cleared our schedules Thursday morning and had a 4 hour brainstorming session with all the ideas and changes they wanted to implement. We ended up with nearly 90 items! We are doing a second meeting today to set a priority list and assign who will present a game plan for those items to be achieved. Thanks for all from our hearts!"

Tony Whitaker, GymStars Etc., Illinois, USA

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- Both BusinessGrades® Level 1 and Level 2 tracks are offered.
- The BBTC features 2 levels of professional OfficeGrades™ designation tracks for office managers.
- The BBTC features 2 levels of professional ManagerGrades™ designation tracks for program managers.

Each professional track – BusinessGrades®, ManagerGrades™ and OfficeGrades™ - has two levels.

The first level covers the fundamental success principles of being an owner, program manager or office manager.

The second level is the trend-setting, strategic level for experienced professionals in each area. Because of this focus, attendees can come every year to the second level seminars and get fresh information and tools every time!

These professional designations are the “gold standard” in today’s children’s activity center industry.

In each Professional Designation Track, the format for the eight (8) sessions are identical:

- Overview of the section areas to be covered.
- Self-rating of current status in the specific areas of the section.
- Worksheets that bring the concepts into application - concrete action steps for your business.
- Facilitated discussions.
- Summary of the learnings.

Sounds great, right? It will be even better in person, so register now!

Merging the decades of research, testing, and innovation by the best and brightest in our industry, the result is the 2012 BBTC.

BBTC BusinessGrades 2012 melds the paradigm-shifting concepts, innovations and best practices with a step-by-step implementation-based training.

AWARENESS: We begin with a “scorecard” to determine precisely where you are now in each business area.

VISION: Using 3rd Level’s resources and expert guidance, we develop an action plan to take you to the desired destination.

M.A.P. (Massive Action Plan): the end result is a proven formula and system that will address any challenges or problems in your organization.

www.3rdlevelconsulting.com