

Hapana and Ezypay return as BFT annual conference sponsors

SYDNEY, 21 February 2024 - Body Fit Training (BFT) has announced that its Annual Conference is returning this March 2024, with Ezypay and Hapana returning as naming rights sponsors.

The BFT Annual Conference is a unique opportunity for BFT's vast network of franchisees, partners and guests to meet, discuss and learn from industry experts over four jam-packed days on the Gold Coast.

Looking forward to the event, Cameron Falloon, founder and Director of BFT, advised: "the BFT Annual Conference is all about marking our differences, learning, growing and embracing the diverse industry we play in - recognising there's no 'one-size-fits-all' approach to health and fitness."

"We're thrilled to have our global network of franchisees and partners together again for another year of learning, networking and collaboration. We're grateful to our partners Hapana and Ezypay for their continued sponsorship and support."

Returning sponsors Hapana and Ezypay are excited to be a part of the BFT Annual Conference for another year.

Both companies have made massive contributions to the growth and success of BFT.

The end-to-end gym management solution from Hapana streamlines operations enhances productivity, increases client engagement and helps to drive growth for BFT's franchise network; while Ezypay's innovative payments and billing solutions integrate directly into Hapana and provide a seamless and secure payment process for both members and franchisees, ensuring consistent cash flow for the franchise network.

Ezypay and Hapana have also been instrumental in accelerating BFT's worldwide expansion - with BFT now boasting over 270+ studios around the world. BFT expect franchisees from Australia, New Zealand, Singapore, Hong Kong, Malaysia, Spain, Indonesia and the United Kingdom to be in attendance.

Commenting on the conference, Hapana's Chief Executive, Jarron Aizen stated "The team at Hapana are keen to be a part of the BFT Annual Conference for another year. We're very much looking forward to many in-depth discussions and opportunities to grow and develop together."

Ezypay Chief Executive, James Foster added “It’s very exciting to be a part of the BFT Annual Conference for another year. I’m looking forward to meeting the growing number of franchisees and catching up with the BFT and Hapana teams. It’s important for us to listen to feedback directly from our customers, and the BFT Annual Conference is the perfect place to do just that.”

The BFT Annual Conference will take place from Thursday 21st to Sunday 25th of March 2024 at the Sheraton Grand Mirage Resort on the Gold Coast.

For more information, visit: <https://www.bodyfittraining.com/>

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About BFT

BFT is Australia's fastest-growing and most advanced group training methodology.

They've incorporated scientifically proven training techniques aimed at reducing fat and creating lean muscle into a variety of 50-minute sessions that are overseen by accredited coaches in a dynamic group environment. BFT use science and technology to drive positive outcomes - at all fitness levels to give every member a personal experience relevant to their own body, level of fitness, limitations and flexibility, in a team-driven community.

<https://www.bodyfittraining.com/>

About Hapana

Hapana designed its platform to assist fitness businesses of all sizes, ranging from small boutique studios to larger gyms and franchises. The software's flexibility and scalability make it an ideal solution for businesses looking to expand their operations or improve their client engagement workflows. Hapana helps fitness businesses manage their operations, marketing, and reporting in one place. The cloud-based platform is customisable, flexible, and scalable, making it an ideal solution for businesses of all sizes.

<https://www.hapana.com/>

About Ezypay

Ezypay is a multi-award-winning FinTech company specialising in the provision of subscription and recurring direct debit payments. Ezypay's cloud-based payment platform offers businesses a suite of easy-to-use subscription management services to automate recurring direct debit payments. The platform enables merchants to easily set up flexible payment plans across different sites, to offer multiple payment options to their customers, including direct debit and credit card, and to improve revenue collection rates through advanced failed payment handling capabilities.

<https://www.ezypay.com/>

