

## DAY 1

### Introduction

- An introduction to the 'Mac-Nutrition Mentorship Weekend'
- Ice-Breaker activities
- Establish baseline aims for the weekend

### Dissecting Research: Spotting Inconsistencies and Training a Critical Eye

- How to draw your own unbiased conclusions from published literature
- How to be the first person in the know when it comes to evidence-based practice
- Key information when interpreting research, how to spot poor quality research
- Science vs. Application: Translating research into practice. How and why should we use both?

### Know Your Client

- Overcoming psychological and social barriers to initial client buy-in
- How much client information do we really need to know?
- Preliminary assessment process and personality profiling

### Biochemical and Hormonal Effects of Macronutrients

- Macronutrient metabolism
- Macronutrient timing, type and quantity: implications for sports performance, health and fat loss
- The research you don't hear about but the best practitioners should really know
- How to affect hormones/hormonal interactions through nutritional manipulation
- Client considerations when choosing macronutrient distributions

### The Science behind Contemporary Diets

- A unique look at some of the most popular contemporary diets of the 21<sup>st</sup> Century
- Should we simply be dismissing Paleo, Intermittent Fasting and Alkaline Diets or can we learn something from them?
- The metabolic effects, scientific foundations and practical considerations of extreme dietary methods (success rates, variability and absent or flawed research methods)

### Supplements

- The theoretical underpinning of commonly used supplements in sport
- Making applicable supplement recommendations for health-conscious and sporting clients alike
- De-bunking the myths surrounding popular supplements and the supplement industry

## DAY 2

### Marketing Yourself

- Find out how Mac-Nutrition became the number 1 (of ~43million) Google.com search term for 'Online Nutrition Advice' without paying a penny
- How to establish a reputation/brand and progress within the industry
- Building a successful website
- Using social media to your professional advantage

### Food Diary Analysis Workshop

- How to set up your own dietary analysis software package
- Interpreting outputs from food diary analyses and pinpointing useful data
- How to provide appropriate feedback to your client

### Dietary Calculations for Athletes and the General Population

- Learn the theory behind setting up a full individualised nutrition plan
- Learn the practical methods for calculating energy and macronutrient requirements
- Introducing goal/sport-specific nutritional manipulations
- Needs analysis for the athlete or client

### Dietary Planning and Determinants of Compliance

- The final piece of the nutrition-plan jigsaw; translating numbers to food
- Achieving client compliance and strategies for long-term adherence
- The importance of motivation and social support

### Clinical and Sporting Case Studies

Integrating theory and applied practice skills learnt over the mentorship weekend, this final session will look at real-life athletes and clinical clients with interesting and unique situations.

These case studies will allow you to practise, hone and advance your newly-developed knowledge and skills in a non-pressured environment, with professional feedback, scientific guidance and problem-solving expertise from the UK's leading consultancy for nutritional advice.