

## 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)

## DAY 2

### 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

### 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

Throughout the weekend, we will incorporate case studies into each of the individual lectures, seminars and workshops to encourage group discussion, debates and shared personal experience. Within these case studies, you will learn how to integrate theory and applied practice skills to effectively work with real-life athletes and clinical clients with interesting and unique situations.

This all-encompassing applied focus allows 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.