



SPEAKER · PRESENTER · ZUMBA® EDUCATION SPECIALIST

LORETTA BATES

HAPPINESS HUSTLER

Helping people move, feel well and belong.

ABOUT LORETTA

Loretta Bates has taught, trained and presented in more than 100 countries, to rooms of a dozen and crowds of thousands. A Zumba® Education Specialist since 2007, she leads Zumba®'s on-demand instructor trainings, appears beside Zumba® creator Beto Perez in the official basic steps video, and is featured in the October 2026 ZIN volume. She is the founder of WELL with Loretta, home of the WELL Collective community, the WELL with Loretta app and the WELL Escapes retreats. With a degree in International Studies, fluent French and a gift for making every person in the room feel seen, she brings warmth, energy and real takeaways to every stage.

100+

countries

2007

Zumba® Education Specialist since

1,000s

in a single audience

2

languages: English & French

SIGNATURE TALKS & EXPERIENCES

MADE MAGNIFICENT

Keynote or workshop

You are a miracle. A joyful, personal talk on confidence and self-worth that helps people see what is already magnificent in them, and leave ready to live like it.

MADE TO BE DIFFERENT

Keynote or workshop

Why a reason to get up in the morning matters for a long, healthy life. Purpose, ikigai and the courage to stand out, with music and movement woven through.

ZUMBA® MASTERCLASS

Studios, gyms, conventions, festivals

A high-energy class led by the Education Specialist instructors already know from the ZIN volume and basic steps video. Full rooms, big smiles.

INSTRUCTOR TRAININGS & DANCE EXPERIENCES

Zumba® trainings • Fitness Bellydance

Licensing trainings for new instructors, plus Dance Experience and Fitness Bellydance sessions for wellness events, retreats and corporate groups.

PERFECT FOR

- Fitness conventions and festivals
- Wellness conferences and summits
- Corporate wellness events
- Community events and wellness retreats
- Emcee and host roles for live events

AS SEEN WITH

- Zumba® Fitness and AFAA
- Zumba® video games and training videos
- Brand content for Nine West, NIVEA, HOKA and Poshmark

Book Loretta

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