



WORLD UNITED EVENT GUIDE

Your biggest member engagement campaign of the year.



START TO PLAN 6 WEEKS OUT

FOCUS AREA: CHOOSE YOUR FORMAT

Your members thrive on community, both inside and outside your club. Choose the right event format for your facility - live in club or livestream.

Not all events need to be held in person. An online event lets you provide fitness to your members when they need it and gives you the flexibility to continue during adverse circumstances.

TIP

When creating the perfect schedule, maintain a level of familiarity for your members. Structure your classes around your normal timetable – with some simple adjustments.

Consider running shorter formats, change up the studio, or even move some workouts outside to make it feel new and exciting. This will give you time to focus on building awareness and excitement for the big day!

CHECKLIST

SET YOUR GOAL + MAKE A PLAN

HOST A BRAINSTORM WITH YOUR TEAM

REACH OUT TO YOUR INSTRUCTORS

REVIEW YOUR PHYSICAL SPACES + MAKE A PLAN TO MAKE THE MOST OF THEM

BRIEF AND DELEGATE TASKS

ATTEND QUARTERLY TRAINING + DOWNLOAD YOUR UNITED RELEASES

CREATE A TIMELINE

CREATE THE PERFECT SCHEDULE



CUSTOMIZE ASSETS →

PROMOTE – 4 WEEKS OUT

FOCUS AREA: WIN AS A TEAM

A post-lockdown survey found **45% of members** are missing motivation from their gym and Instructors*.

Get the word out about your event by working with your team to pull a crowd.

Instructors are your strongest promoters, with many members more loyal to their coach, than to their facility. A single great instructor can attract and retain hundreds of members to a club over time, while a team of them can transform a club's future.

TIP

Events are a great opportunity for instructor development.

Invite new recruits to shadow or team teach to sharpen their skills and strengthen your team culture.

CHECKLIST

COMPLETE YOUR MARKETING + PROMOTIONAL PLAN

PREPARE YOUR MARKETING

ADD YOUR LOGO TO THE UNITED MARKETING MATERIAL

UPDATE YOUR WEBSITE

INVITE MEMBERS

PROMOTE YOUR EVENT

ASK YOUR INSTRUCTORS TO POST ON SOCIAL MEDIA

PREPARE YOUR RECEPTION TO ANSWER ENQUIRIES + TAKE BOOKINGS

TALK UP YOUR EVENTS DURING CLASSES

INVITE LOCAL MEDIA



[FREE LAUNCH PASS →](#)

FOCUS AREA: BUILD EXCITEMENT

One to two weeks before your event is when you need to turn up the heat - make your club all about the launch!

Build excitement around your timetable, presenting team and other competitions or prizes.

Make over your gym and publish at least 2 x social media posts per week in the lead-up to generate the buzz.

TIP

‘Bring a friend for FREE’ can be a great tactic for attracting prospects. Give passes to your Instructors + staff to distribute to their contacts 2-3 weeks before your event.

Send FREE passes to paused members or those who have recently cancelled their memberships during lockdown.

CHECKLIST

COUNTDOWN TO YOUR EVENT

DISTRIBUTE BRING A FRIEND / FREE CLASS PASSES

FINALIZE YOUR RUN OF SHOW

RUN A DRESS REHEARSAL

DISPLAY BRANDING SUCH AS BANNERS, POSTERS + VIDEO

CLEAN EQUIPMENT

SET UP YOUR STUDIOS

TAKE PICTURES + VIDEO TO POST LATER

SEND A POST EVENT-SURVEY



LIVESTREAM

LIVESTREAM TIPS →

FOCUS AREA: PRIORITIZE CONNECTION

Make your members feel connected to you and the workout.

“Get on a few minutes early and chat with the participants like you would normally before class”, Instructor Kat Cannella suggests.

A short Q+A at the end of your workout is another way to create a premium experience. Give your members a chance to ask you questions using two-way video or chat functions.

TIP

Personalize the experience through member input on your workouts. Use social media channels like Facebook or Instagram polls, questions, direct message or emoji sliders.

CHECKLIST

SET UP A LIVESTREAM PLATFORM, E.G. ZOOM

FIND A SUITABLE LIVESTREAM LOCATION

DESIGN YOUR LIVESTREAM TIMETABLE

PROMOTE YOUR EVENT

CHECK YOUR INTERNET CONNECTION

ADAPT YOUR COACHING

RUN A PRACTICE – TEST SOUND, QUALITY AND MORE

HOST A Q+A AFTER THE WORKOUT



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Sources

*Leisure-Net The National Post Lockdown Recovery Survey Summary report May 2020