IMPLEMENTING LES MILLS™ VIRTUAL

You've taken the first steps to greatness by licensing LES MILLS Virtual. This guide provides all the information you require to get going. There are four essentials of the LES MILLS Virtual experience.

INTRODUCTION

PROGRAMMING

The world's best group fitness classes, filmed live, provided by LES MILLS to maximize attendance.

TECHNOLOGY (HARDWARE)

Easy to use technology to make scheduling simple for you and your members.

PROJECTION (AV)

An AV system that will create a motivating and atmospheric experience for your members.

MARKETING

Marketing plans to help you drive attendance from both new and prospective members.

LES MILLS VIRTUAL OVERVIEW

With the creation of LES MILLS Virtual you can now offer your members the world's best classes, at any time of the day or night.

LES MILLS group fitness is famous for providing the motivation, inspiration and results that gets members hooked.

LES MILLS Virtual workouts combine robust technology and high-definition action with LES MILLS' renowned programming.

You get chart-topping music and instruction from the world's best talent – creating unparalleled virtual experiences that can launch members into group fitness and utilize your group fitness studios around the clock.

Not only is LES MILLS Virtual a cost effective way to boost class capacity and make group exercise studios more efficient at off- peak times, it's shown to increase demand for live classes too!

Classes are updated quarterly so they're fresh and there is always a range of options with more programs being added to the range over time.
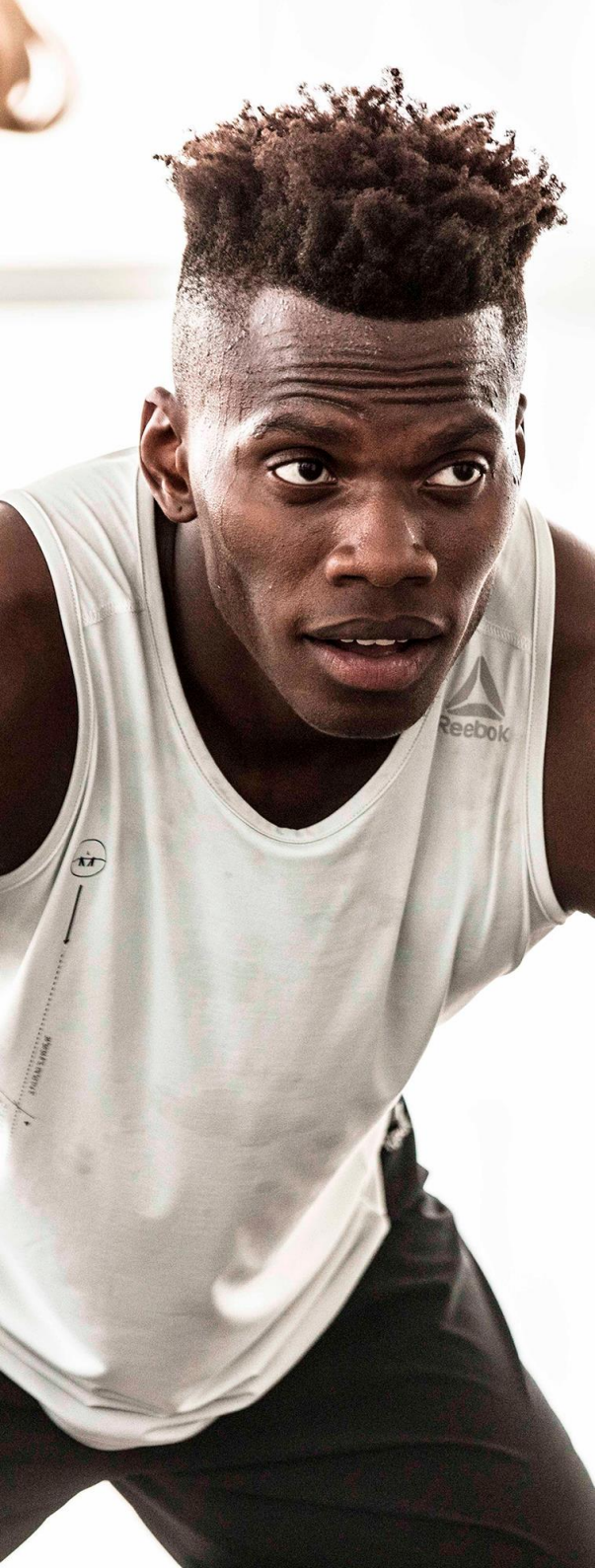
WHY LES MILLS VIRTUAL?

OFF PEAK OPTIMIZATION

Clubs can get people into fitness studios more of the time and especially at those times when it's not economic to use an instructor.

Smooth demand around peak times by running Virtual classes directly before or after live classes.

ENHANCE YOUR CLASS OFFERING

Add value to customer experience by expanding your timetable, giving a greater variety of classes for maximum member appeal.

Complement and enhance your live class schedule. Virtual classes are not designed to replace live classes – in fact we've seen them grow live class attendances.

Greater convenience for members.

Members can work out when they want to. Virtual adds value and certainty to a membership. If you're late for a class, take the virtual option. No frustration and no time wasted.

ENCOURAGE TRIAL OF NEW CLASSES

Virtual lets members try a workout in a non-intimidating environment.

BACK UP TO LIVE CLASSES

Virtual classes are a great backup to provide cover for last minute instructor/staff sickness or if you are unable to find a full time instructor.

Increase your timetable instead of reducing it for Bank holidays/public holidays or during the Christmas period.

Pre-recorded fitness classes have been around for years and their win-win benefits — profitability for clubs; convenience for members — are well known by some. Clubs can get people into fitness studios more of the time and especially at those times when it's not economic to use an instructor. Members can work out when they want to. Virtual adds value and certainty to a membership. If you're late for a class, take the virtual option. No frustration and no time wasted.

LES MILLS VIRTUAL MENU

LesMills BODYPUMP *
Strength Programme
Total body using barbell and step
Time: 30, 45 and 55mins

LesMills BODYCOMBAT *
Cardio Programme
Martial arts inspired
Time: 30, 45 and 55 mins

LesMills BODYFLOW *
Strength / Flexibility Programme
Yoga based
Time: 30, 45 and 55 mins

LesMills SH'BAM *
Dance Programme
Dance inspired
Time: 30 and 45mins

LesMills CXWORX *
Core Programme
Core based
Time: 30mins

LesMills RPM *
Cycling Programme
Indoor cycling
Time: 30 and 50mins

LesMills GRIT | STRENGTH *
HIIT Programme
High intensity strength
Time: 30mins

LesMills GRIT | PLYO *
HIIT Programme
Now GRIT Athletic - High intensity plyometrics
Time: 30mins

LesMills GRIT | CARDIO *
HIIT Programme
High intensity cardio
Time: 30mins

BORN TO MOVE
Youth programming
For ages 4 -16
Time: ranges from 10 & 45mins

LesMills THE TRIP
Cardio Programme
Indoor cycling
Time: 45mins

LesMills barre *
LM Barre
Ballet inspired dance
Time : 30mins

LesMills Sprint
HIIT Programme
Indoor cycling
Time: 30mins

*Beginner classes available in these programs (except for SPRINT)

GETTING YOUR STUDIO READY FOR VIRTUAL

LesMILLS

VIRTUAL STUDIO EQUIPMENT OVERVIEW

To get the most out of the world's best group fitness content, you need to create a studio environment that helps shape your member experience.

Throughout this section you will be guided through all the technical details that you and your Audio Visual (AV) Partner need to create a studio environment that drives member interest and member retention.

Remember, your local Les Mills representative is here to help you make Virtual a success for you and your members.

Key elements you need for a knockout Virtual experience:

• AV Partner support
• Décor & lighting
• Sound system
• Display - Video wall or projector + screen
• Automation (blinds, lights, HVAC)
• Quality network & internet
• A fantastic environment that will motivate your members to keep coming back time and time again.

GETTING THE MOST OUT OF LES MILLS VIRTUAL

The aim is to set up an inspiring studio members want to be in. Create a space that drives people to push hard and enjoy their overall workout experience.

Studio space

If you are setting up a new space for Virtual – go BIG!

With a big space, Virtual classes can become one of the most successful activities within your club and this will naturally increase member retention and referrals.

We recommend you allow 43 square feet (4 square meters) per person in a group fitness studio. The optimal length-to-width ratio is between 10:6 and 10:8, and height will ideally be 16.5 to 23 feet (5 to 7 meters).

You can maximise space by making the most of 'dead zones' (at the side of the stage/screen) for equipment storage. Opting for several storage points will reduce 'traffic jam' potential and allow for quick transitions between classes.

AV PARTNER/ INSTALLER

A key component to setting up a successful Virtual studio, we highly recommend you consult an Audio Visual (AV) installation expert at an early stage to help ensure a smooth, high quality Virtual studio setup.

Working with Experts is key!

If you do not have an AV installer/Partner, please ask your local Les Mills Virtual representative for a recommendation.

An AV provider will:
– advise you on the right equipment
– install and configure the equipment
– perform a system test to ensure everything is operating as it should
– will ensure sound levels are right for the space you are using
– will ensure automation works as it should
– will provide help and support as well as warranty on equipment
– will help you if you need to change things in future (changes to studios / spaces or upgrades)

When choosing an AV Partner we recommend:
– Implementing a Service Level Agreement (SLA) with expectations around the standard of service and price for support and service calls
– Consider how quickly you want your support calls resolved and define this early so everyone is on the same page

Note: Projectors often have bulbs/lamps and filters that need servicing and replacing. In order to get the maximum smooth lifespan from projection equipment, regular servicing is advised.

AV TIMELINES

It is always recommended that you, your AV Partner and Les Mills representative work out a critical path from installation to full launch.

Make sure there is plenty of time built into the schedule to do a soft launch, this is where you test the system, test your schedule and on- demand play back. It is always a good idea to use this time to have your staff all use the system as part of their training, have them do a number of Virtual classes and engage with some of your important members to give them an advance trial of the setup.

This soft launch means you iron out any errors before opening up the Virtual timetable to all your members including ensuring your team know exactly how to operate everything including the scheduler.

Virtual Timeline
1. Contact AV Partner
2. Inspection and survey of the site/area
3. Order of equipment
4. Installation
5. Test
6. Launch

AV SUPPORT

Forming a good relationship with your AV Partner/ installer will take the pain away from getting quality support on site as soon as possible.

When planning for a studio upgrade or new build, always discuss a support arrangement and terms with your installation team. This is not an area worth cutting from the budget, even if it is tempting.

Timelines are important. It can take time to order the right equipment, so the sooner plans are confirmed and equipment is ordered, the smoother the installation and launch is likely to be. Ask at an early stage what the lead time on your equipment might be to set expectations.

If you're planning automation, add some extra time into the schedule for the programming and testing.

DÉCOR AND LIGHTING

Great décor and lighting work together to create the overall vibe of the studio

Carpets, colours, wall graphics, marketing materials, patterns and shapes can be used to create a great sense of energy and movement. In the darkened room these won't be as visible so consider how you could use great lighting to create an inspiring/ welcoming environment that will draw people in.

Stage lighting will really amplify the energy of the room, while coloured lighting is great for creating mood. Spotlights on wall graphics can be perfect to provide ambient light you will need for safety.

Further details on décor and lighting can be found in the Group Fitness Implementation Guide on Brand Central or ask your local Les Mills team for this information.

SOUND

LES MILLS Virtual workouts feature some of the hottest music around

To make the most of this hit music and create an amazing experience for your participants, it's important that you have a great sound system that is capable of pumping out the class content at high volume.

Think loud! Aim for nightclub-quality sounds so that members can clearly hear the instructor and become totally immersed in the music.

Things to consider:

- The wattage of speakers, sub-woofers and amplifiers needs to be proportional and amps should have 1.5 to two times the power of each speaker (one amp per speaker)
- Having insufficient amplification can damage speakers
- Using speakers under 150 amps is not recommended for group fitness as the quality of sounds produced is inferior
- Installing sub-woofers is critical, particularly as the room size and sound-system wattage increases and bass demands in the music mixes increase.

If you have high ceilings, don't put the speakers high up as this decreases sound quality. Avoid placing speakers in all four corners or at the back of the room. It is best to have sound coming from the front of the room, positioned at either side of the screen.

The decibel levels vary depending on the program and format (anything from 85 db to 110 db can be expected). The quality of your speakers affects the decibel level. Poor-quality speakers have a high decibel level in a small diameter of the speaker. Good-quality speakers will ensure the decibel level will be within 5 db in a larger diameter and this creates a good balance of sound.

Note: If you are confused, get advice from your AV partner or a sound specialist.

DISPLAY

There are many different options for display in your club, but increasingly video walls are becoming the new standard.

Bigger is definitely better in this area! The bright image displays and ease of use make them an attractive option for creating that wow factor. This section will give advice around the 3 main display options:
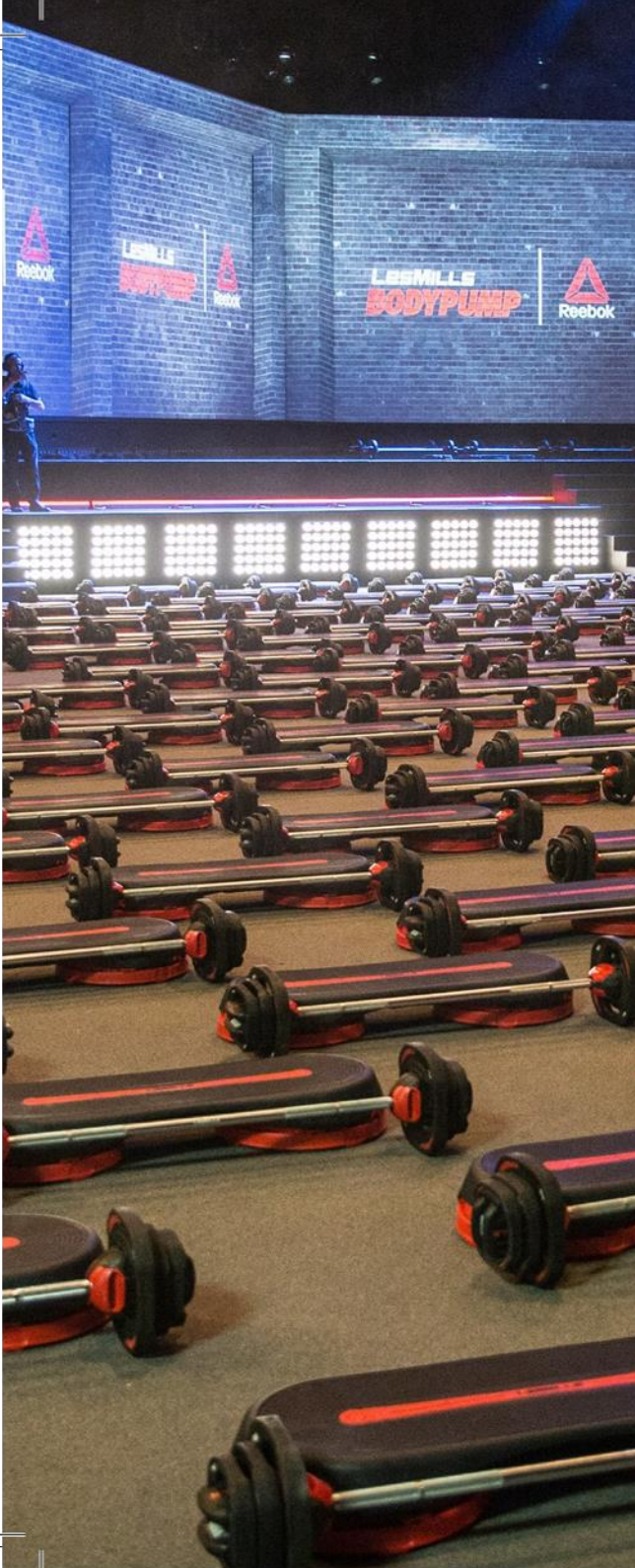
1. LED video wall – This is the most premium and best option for modern studio display setups. LED video walls are very bright and the best option for rooms with lots of natural light. Another benefit is LED video walls last much longer than projectors with bulbs and require minimal ongoing maintenance

2. LCD tiled video wall – Not quite as bright as a LED video wall, the LCD tiled video wall is still a good option where participants need to be close to the screen. LCD tiled video walls also last much longer than projectors with bulbs and require minimal maintenance once installed

3. Projectors and screens – Easily the most affordable display option, projection requires a darkened studio and has higher running costs than video wall options

A special note:

Projectors often have bulbs/lamps and filters that need servicing and replacing. In order to get the maximum smooth lifespan from projection equipment, regular servicing is advised.

LED video walls are very bright and the best option for rooms with lots of natural light with no need for automated blinds

LED VIDEO WALL

If you are looking for a truly high-impact Virtual studio then this is the display option that should be considered. LED video walls are put together from a series of small panels, combined without

edges to create a seamless giant screen, and work especially well in low ceiling or awkward shaped rooms.

Another benefit is LED video walls last much longer than projectors with bulbs and require minimal maintenance

There are a few key things to consider when looking at LED video wall technology:

Pixel pitch – This determines how close people can be to the screen and have a good experience. The smaller the pixel pitch, the closer the minimum viewing distance becomes. If you're too close to a video panel (based on its minimum viewing distance), the images will look pixelated which means you will be able to see the individual LEDs that make up the image, rather than the image as a whole.

To make sure the video looks its best, ensure the pixel pitch matches the usage. A quick rule of thumb in calculating this is:

Allow one meter of viewing distance for every millimeter of pixel pitch. So, if your pixel pitch is 2.4 millimeters, the

closest members can be to the screen is 2.4 meters, which is approximately 8.8 feet.

LED VIDEO WALL

Brightness – with LED video walls, each panels brightness is measured in NITS.

1,200 NITS or less should be more than sufficient for most indoor applications. If the studio is very dark, it may require even less by turning the brightness down. In contrast, if the studio has lots of sun flooding the space, a brighter screen might be required up to 2,500 NITS.

Additional considerations with LED video walls:

- A LED video wall that is too bright can actually prove overwhelming for participants and not add to the experience at all.
- LED video wall panels are not often kept in stock, so it's important to plan ahead.
- LED video walls can have ambient light sensors fitted to automatically adjust the brightness of the display panels to suit the conditions of your room. Catering for bright sunny days and when sun dips and the dance classes start. This also optimises the energy use and lifespan of the LED bulbs.
- Very bright LED video walls can produce heat from the bulbs. It's very important to provide plenty of space for the panels to breathe and cool.

LED VIDEO WALL

Recommended:

Barco x2 Indoor LED Display

- 2.7mm Pixel Pitch
- Very bright - 2,000 NITS
- Up to 80,000 hours life
- Front and rear serviceable
- 3-year warranty

Minimum:

Leyard uEV4

- 4.0mm Pixel Pitch
- Bright - 1,000 NITS
- Up to 50,000 hours life
- Front and rear serviceable
- 2-year warranty

The Barco and Leyard range of LED panels are high quality, durable technology available globally.

Pricing guide / estimate:

add local market pricing here

TILED LCD VIDEO WALL

A tiled LCD video wall is assembled from a number of panels, each very similar to TVs or computer monitors.

Unlike an LED video wall, there are visible borders around each panel called 'bezels' and when the panels are assembled, the video wall resemble a mosaic of tiled video screens combining to create one large video image. Ideally, select a tiled LCD video wall panel that has ultra-thin bezels to minimize the appearance of borders.

This technology is very high definition which means members can get nice and close to the screen with no minimum viewing

distances. Tiled LCD video walls also work well in rooms with some natural light reducing reducing the need for automated blinds.

Recommended is the following technical specifications and example models which should be discussed with your AV Partner.
- Tiled LCD video wall
- 4-9 screens recommended (2x2 or 3x3 displays tiled to form a video wall)
      Minimum screen resolution: 1280x720
- Aspect ratio: must be 16:9
- Source inputs: HDMI minimum
- Mounting: Wall bracket

TILED LCD
VIDEO WALL

Suggest using panels with ultra-thin bezels to minimize the visible divider between each screen panel.

Recommended: 3x3 configuration (9 panels in total)

Panasonic TH-55LFV50W

- 47-inch & 55-inch HD display panels 800 NITS
- Ultra-thin bezel (very small borders between panels)
- Up to 50,000 hours life Minimum:

Barco OverView IVD5521

- 55-inch HD display panels 700NITS
- Up to 60,000 hours life

Pricing guide / estimate:

add local market pricing here

PROJECTION AND SCREENS

A projector and screen is the lowest cost option for AV displays but has the highest ongoing maintenance costs.

Projectors and screens are best suited to darkened studios so blinds or other window treatments may also be required.

Over the next few pages, recommendations for

studios with different lighting conditions will be detailed. However, if you are looking to reuse there are some basic technical specifications that need to be met, these are outlined below.

Minimum Projector Specifications:
- Minimum resolution: 1280x720 Minimum brightness/ANSI lumens:
- Studio with no ambient light: 3,000 lumen
- Studio with natural ambient light: 4,500-6500 lumen
- Aspect ratio: must be 16:9
- Source inputs must include: HDMI minimum
- Automation: PJ Link compatible required
- Lens & Mounting:
        - Short throw lens projectors are usually ceiling mounted
        - Ultra-short throw lens projectors can be wall mounted above the
        screen but required a studio with a high ceiling stud.

PROJECTION AND SCREENS

Fixed screen

A fixed screen is the best screen option for projection as it ensures the best quality image every time.

A permanent installation fixed in a frame helps preserve a flat, smooth screen guaranteeing maximum image quality.

Motorized screen

A retractable canvas screen is another cost-effective method for projection. The screen can be retracted when not in use. This type of screen can suffer from not being completely flat so the image can appear distorted.

Certain screens reflect more light than others making them more suitable for rooms with ambient light. The measurement for this is called the Gain factor – a high gain screen will reflect the most amount of light, making the image appear bright.

Pricing guide / estimate:

Low ambient light

Moderate ambient light

> **Recommended screen size:**
> - 3m diagonal width
> - 16:9
> - Low gain factor for a studio with minimal ambient light
> - High gain factor or a studio with moderate ambient light compatible required

PROJECTION: LOW AMBIENT LIGHT

Ideal for studios with a minimal amount of natural light or where ambient light is controlled with automated blinds, these projectors can be used with a low gain screen.
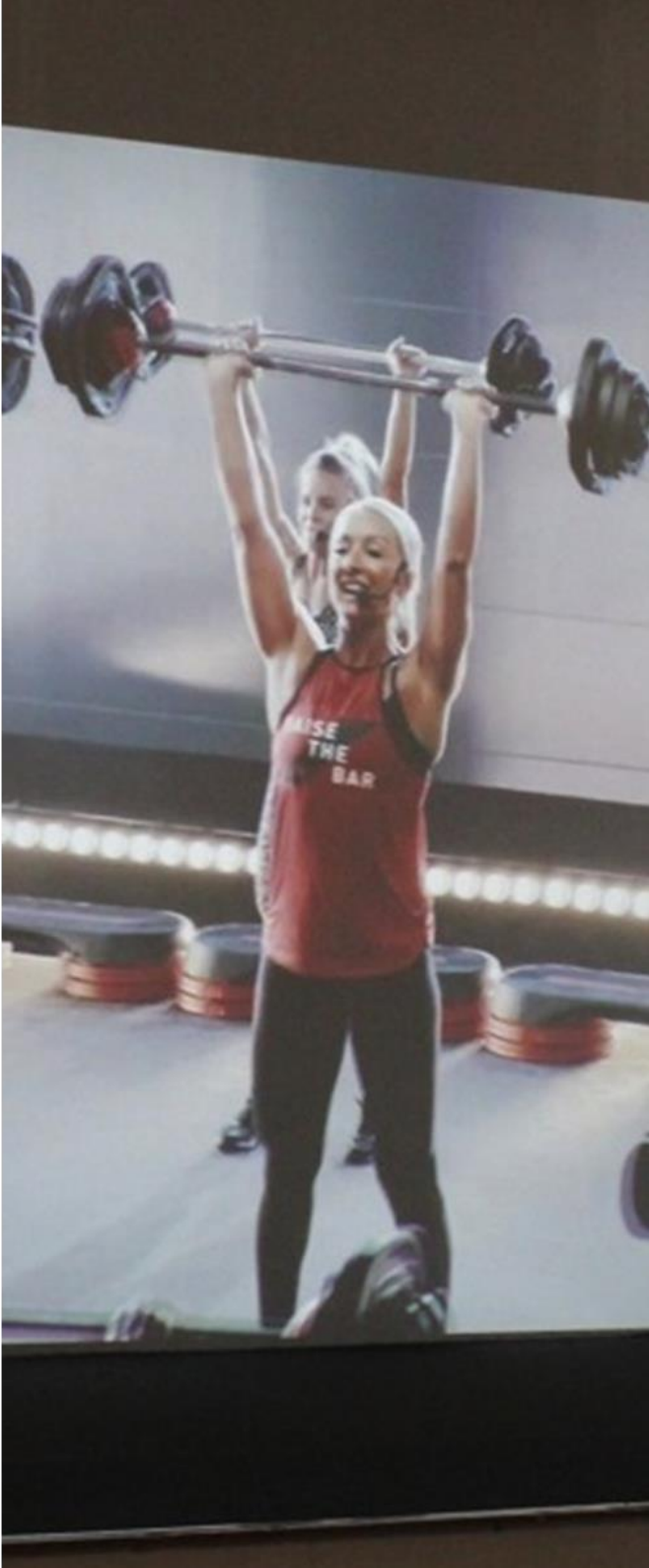
Recommended:

Viewsonic LS820 - laser

- – Ultra-short throw lens meaning you can get it nice and close to the screen 3,500 lumen
- – Full HD 1920 x 1080 resolution
- – 1xHDMI, 1xVGA, 1xComposite, 1xComponent
- – 20,000:1 Contrast Ratio
- – Up to 15,000 hour laser phosphor light source
- – PJ Link compatible

Minimum:

Casio XJ-H1700 - laser

- – 4,000 lumen
- – HD 1024 x 768 resolution 1xHDMI, 2xVGA, 1xRCA/SVIDEO
- – Up to 20,000 hour laser phosphor light source
- – PJ Link compatible

PROJECTION: MODERATE AMBIENT LIGHT

Where blocking all light in a studio isn't possible, a more powerful projector is required.

The following recommendations are suitable for studios with a minimal amount of natural light and should be installed with a high gain screen (refer AV Setup - Projection: Screens).

If the studio environment has lots of light, a video wall solution should be considered.

Recommended:

NEC NP-PA622U-13ZL

– Very bright 6,700 lumen projector HD 1920 x 1200 resolution 2xHDMI, 1xVGA, 1xDisplayport 6,000:1 Contrast Ratio

– Throw up to a 500" diagonal screen size

– Up to 4,000 hour lamp life PJ Link compatible

Minimum:

Panasonic PT-VW530U LCD

– 5,000 lumen projector

– 1280 x 800 resolution 1xHDMI, 2xVGA, 1xComposite 5,000:1 Contrast Ratio

– Up to 5,000 hour lamp life PJ Link compatible

– PJ Link compatible

STUDIO AUTOMATION

Automation in a studio enables AV equipment to be turned off and off automatically.

(See AV Guide for details)

WHAT is Virtual Automation and WHY do I need it?

Lighting, blinds, volume control, fans and HVAC, projection and displays, motorized screens and the list goes on.

We always recommend studio automation – this encapsulates the ideals of Virtual where it is hands off from a class engagement/ start/finish point of view.

This means that the following can occur:

- Projector is switched on
- LED screens are switched on
- Retractable screens are lowered
- Lighting is adjusted
- Audio adjustment
- Blinds are lowered

If the studio is not automated, then a member of staff may be required to setup the studio for each class where appropriate.

Automation is one of the areas an AV Partner can 'take away the pain'. We strongly recommend engagement of an expert to guide you through what can be a complicated area of an installation They will advise the right equipment to be purchased and then resolve any installation issues along the way.

OVERVIEW

This guide will give you everything you need to setup the Les Mills Virtual App.

Please ensure you follow the installation and equipment guidelines in its entirety.

INSTALLATION

Who is responsible for what?

AV Design	Specifying equipment, automation,studioconfiguration	AV Partner
AV Installation	Full installation of all Hardware and AV Equipment	AV Partner
Virtual Player	Setting up Virtual APP and Scheduler	AV Partner/Club
Automation	Installing cabling, coding,testing	AV Partner
Technical Testing	Testing full AV setup, including scheduling & commissioning and playback of classes, automation and signoff	AV Partner
Troubleshooting	Assisting with AV installer's queries throughout the installation process	AV Partner/Les Mills

REQUIRED KIT

The below equipment is required to ensure a smooth Virtual experience:

Desktop/laptop computer - with internet and Chrome browser for accessing the web based Les Mills Virtual Scheduler.

Apple Products

- Apple iPad Pro - 11 or 12.9 inch with minimum 512GB storage

- Apple iPad Power Adapter 30W (not supplied as standard)

- Apple USB-C Digital AV Multiport Adapter. Must be Apple original as copies never last the distance or work as expected. Strain relief is also required to prevent wear down.

- Apple (or Kanex) USB to ethernet adapter

Cables, EDID emulation and audio extraction

- HDMI cables x 2 – one short and one active (for longer distances an HDBaseT or HDMI over IP will be required)

- Cat5 network cables x 3 (configuration dependent)

- Audio connection cable

- EDID emulator with audio extraction – essential to stabilise the communication between a display and the iPad ensuring a video signal always reaches the display.

Recommendations and more information can be found at:

https://lesmillsvirtualapp.freshdesk.com/en/support/solutions/articles/36000084205-what-is-an-edid-and-why-would-i-need-one-

Studio equipment

- Wall or floor mount for iPad with good ventilation, security lock and space for the Apple USB-C adapter

- LED Video wall, LCD tiled video wall or a projector and screen

- Dedicated router - is required for the system to connect to the Les Mills Virtual Scheduler and to send Automation commands. (Router recommendation: Dual-band capable of 600MBP's)
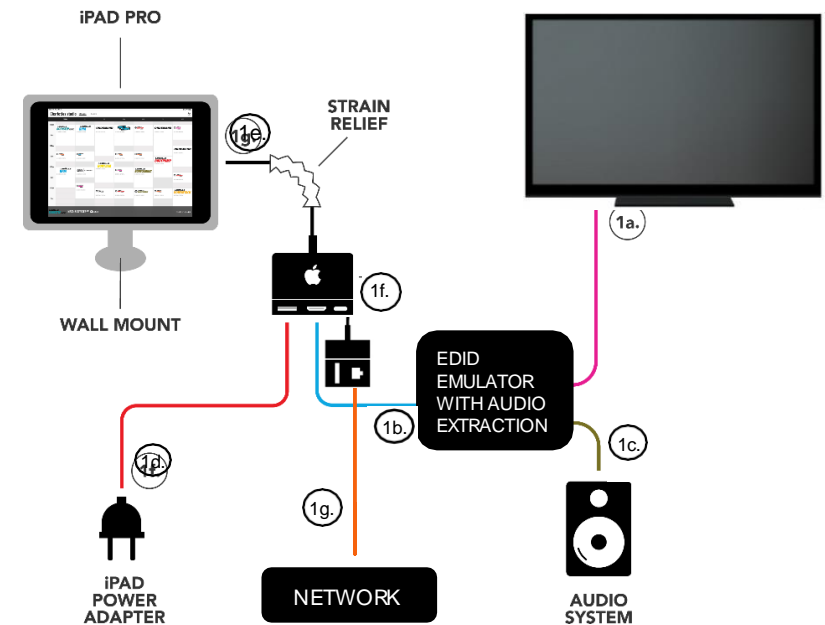
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STUDIO SETUP
WITHOUT AUTOMATION

Steps (after Virtual content has downloaded):

1a. Connect active HDMI cable to the external display and EDID emulator
1b. Connect short HDMI cable into the EDID emulator and Apple USB-C Digital AV Multiport Adapter
1c. Connect audio cable from the EDID emulator to the sound system
1d. Connect the Apple iPad Pro power adapter (30W) to the Apple USB-C Digital AV Multiport Adapter
1e. Connect Apple USB-C Digital AV Multiport Adapter into the iPad Pro (ensure strain relief)
1f. Connect Apple USB to ethernet adapter to Apple USB- C Digital AV Multiport Adapter
1g. Connect Cat5 network cable from the Apple USB to ethernet adapter to the network
1h. Power ON the iPad Pro
1i. Power ON the external display and select the correct source input for the HDMI cable
At this stage the external display should be mirroring the iPad desktop icons
1j. Tap to open the Les Mills Virtual App

Now the external display will be black and ready for Virtual class video playback.

Short HDMI cable — Connects the iPad to the EDID

Active HDMI cable — Connects the EDID to the External Display

Cat5 network cable

Audio connection cable — 3.5mm to RCA. Connects EDID to the Audio System

Original Apple iPad power adapter — A 30W power adapter is required to charge the iPad

iPAD PRO
STRAIN RELIEF
WALL MOUNT
1e.
1f.
1a.
EDID EMULATOR WITH AUDIO EXTRACTION
1b.
1c.
1d.
1g.
iPAD POWER ADAPTER
NETWORK
AUDIO SYSTEM

STUDIO AUTOMATION

The Les Mills Virtual App sends automation commands to projectors using the PJLINK protocol, a common communication method used, using the network to send and receive automation commands. The Virtual App also easily integrates into your club automation control system (Crestron, AMX, Extron etc), supporting both TCP and UDP protocols.
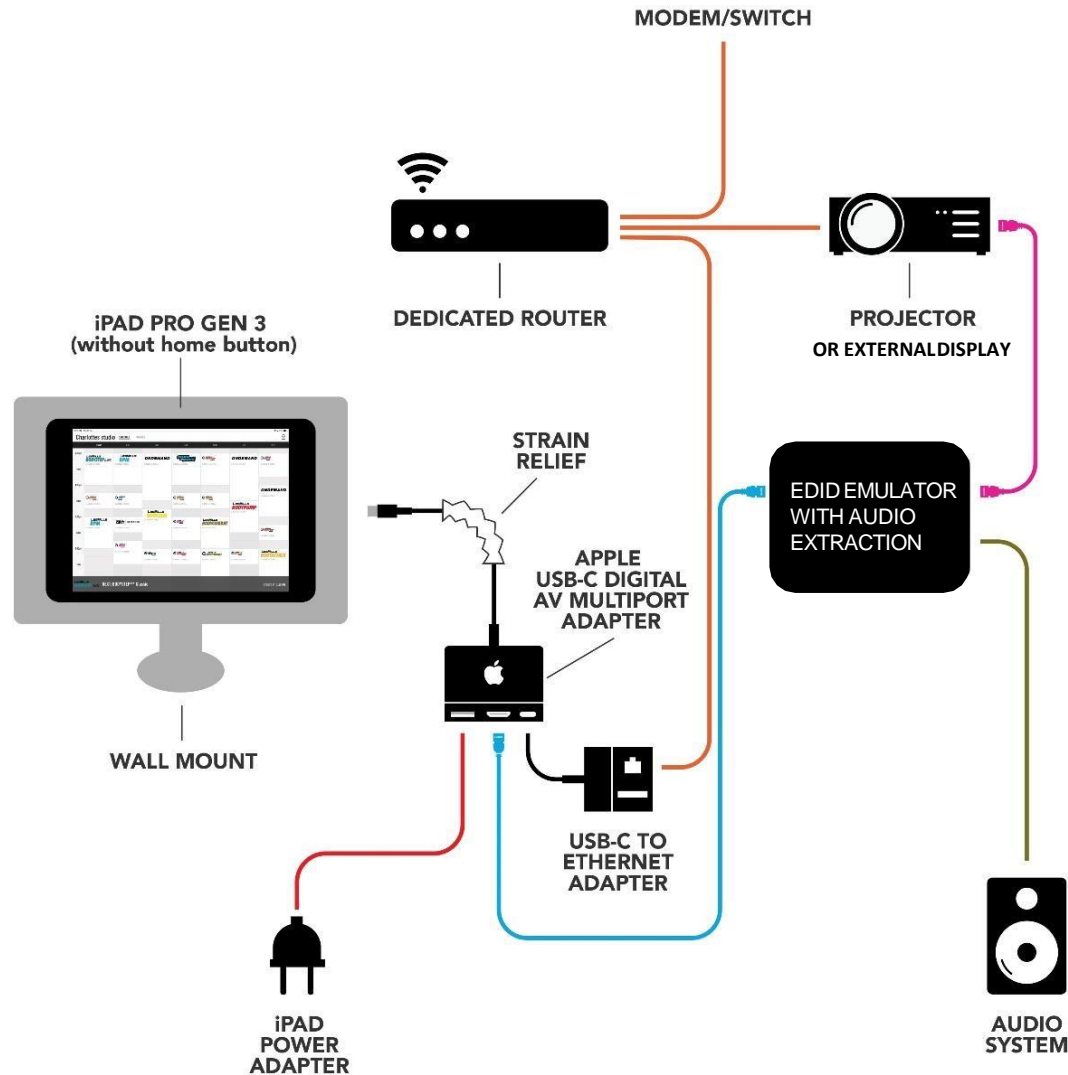
MODEM/SWITCH

iPAD PRO GEN 3
(without home button)

DEDICATED ROUTER

PROJECTOR
OR EXTERNAL DISPLAY

STRAIN RELIEF

EDID EMULATOR WITH AUDIO EXTRACTION

APPLE USB-C DIGITAL AV MULTIPORT ADAPTER

WALL MOUNT

USB-C TO ETHERNET ADAPTER

iPAD POWER ADAPTER

AUDIO SYSTEM

Short HDMI cable
Connects the iPad to the EDID

Active HDMI cable
Connects the EDID to the External Display

Cat5 network cable
Connects the Projector to the Router and the router to the modem

Audio connection cable
3.5mm to RCA. Connects EDID to the Audio System

Original Apple iPad power adapter
A 30W power adapter is required to charge the iPad

Note: If using TCP or UDP protocol, users will additionally require an automation control unit

STUDIO AUTOMATION

Projector and Router Setup for PJLINK

Requirements:

- A dedicated dual- band router
- PJLINK compatible projector

Placement:

The router should be connected to the Virtual iPad and projector via two Cat5 network cables

Projector Settings:

- When configuring the projector, use the local menu on the projector, not the projector's browser-based configuration. (Generally, browser-based projector menus are not as complete as the on-board menus).

- When connecting the projector with the HDMI Cable, ensure you disable any other input source. This will maintain a stable connection between the Virtual iPad and the projector so that the correct input is selected on boot.

- Place the projector in NETWORK STANDBY mode. This will allow the projector communication port to remain open when the projector is powered off. The network connectivity of the projector should remain active, even when the projector is in network standby mode. Refer to projector manual for guidance.

- Disable any functions which may cause the projector to turn off by itself, POWER SAVE for example.

- Ensure a static IP address on the projector so that it can be found on the network reliably. This IP must be within the same range as the iPad. DHCP should not be used when connecting a projector to a network if automation is required. Please refer to projector manual for advice on how to set a static IP.

- Be sure to note the IP Address and password of the projector (it should be located in a NETWORK SETUP or INFO sub-menu in the projector's User Interface. An example of an IP address is 192.168.0.10). You will need this IP Address in order to set up PJLINK Automation on the Les Mills Virtual App.

 Router Setup:

- The router should be set up and configured locally on a laptop using the router's installation software (Netgear's Installation Genie, for example)

STUDIO AUTOMATION
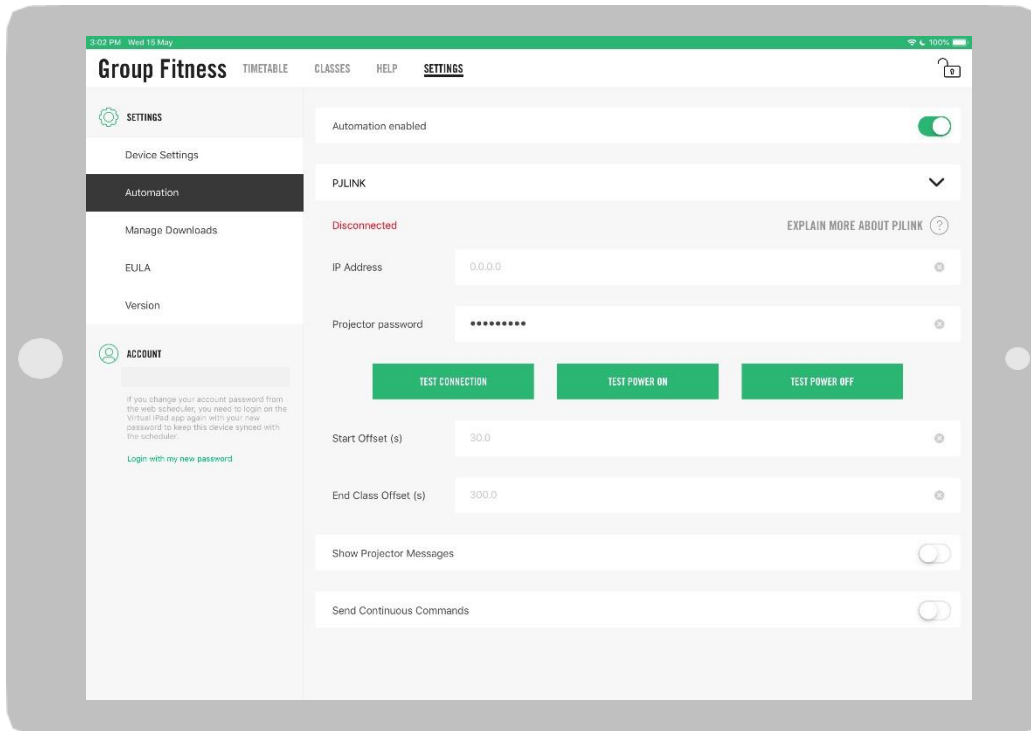
INSTALLATION GUIDANCE PJLINK

Requirements:
- The iPad and projector (on a static IP) must be connected to the same network
- You have a PJLINK compatible projector
- The port used by the projector for PJLINK is not blocked by a firewall (port 4352)

Installation:

1.Check the projector settings to confirm communication is ENABLED. Without this, the projector may not be able to receive commands to turn on or off

2.Ensure you have the projector IP address and password (We suggest you leave the default password in place. Should the projector ever be replaced or reset, the password will still work)

Les Mills Virtual App Automation Setup:
Click on the padlock to the top right of the Les Mills Virtual App
Enter your 4 digit admin code
Navigate to SETTINGS > Automation
Toggle Automation enabled to ON (green)
Select PJLINK from the drop down
Enter IP address and password from the projector
Ensure the status is 'Connected'

Please note: When status is 'Disconnected' or 'Connecting' automation commands are NOT SENT.

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STUDIO AUTOMATION
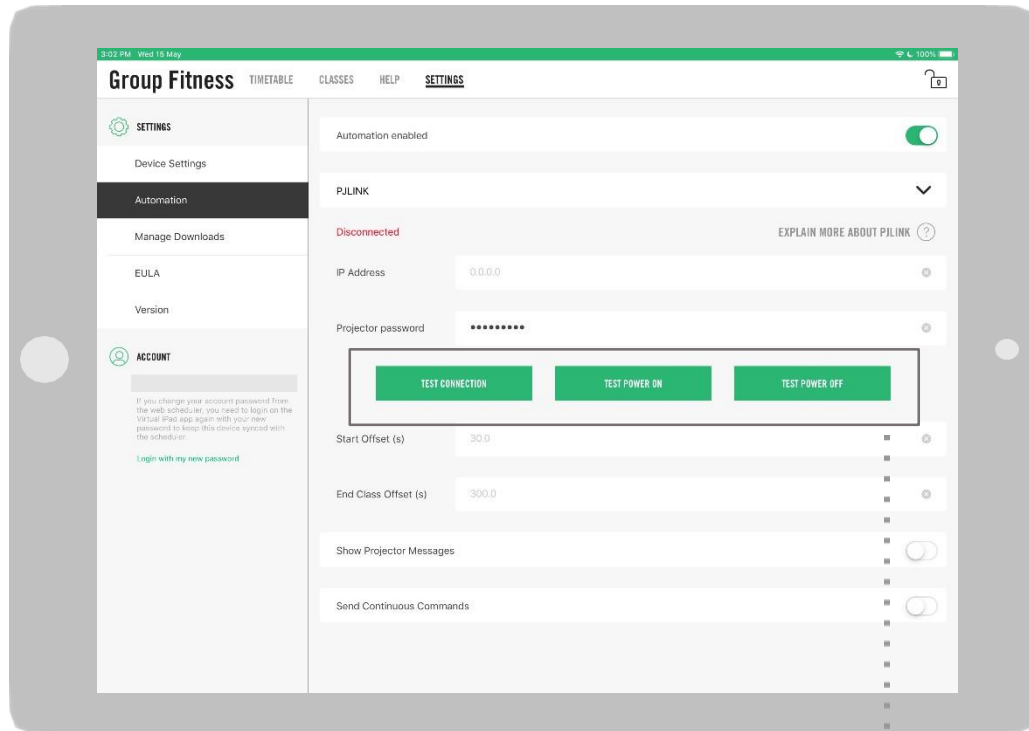
TESTING PJLINK

Test the PJLINK connection by using the TEST buttons. The command sent will be shown in a ribbon at the top of the iPad screen. Show projector messages should be enabled for this to work.

Command sent for TEST CONNECTION: %1POWR(SP)?<CR>
Command sent for TEST POWER ON: %1POWR(SP)1<CR>
Command sent for TEST POWER OFF: %1POWR(SP)0<CR>

Please note: (SP) denotes space and (CR) denotes a carriage return

Testing AV Automation in Admin Mode

Press the padlock, and enter the admin code
Press Classes, and select a class for playback
Press the play icon to commence playback (a footer will appear with a scrub bar and other player controls)

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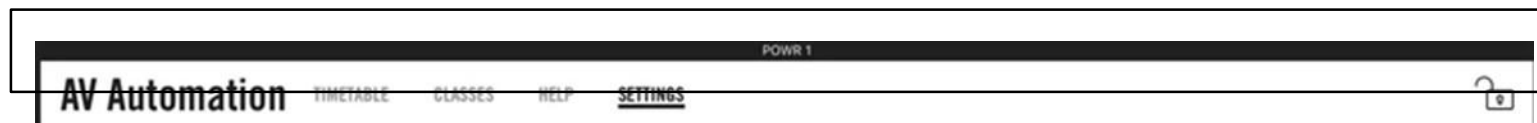
STUDIO AUTOMATION

START OFFSETS AND END OFFSETS

Start and End offsets allow fine grained control of playback, accounting for the time it takes to power on/off your club's specific projector/AV system so that these events are handled gracefully without delay or interruption to member experience. Offsets apply to on demand/admin mode and scheduled playback.

SCHEDULED PLAYBACK
START OFFSET
Use this field to increase / decrease the time between the projector turning on and the scheduled video beginning playback. The default is 30 seconds.

The POWER ON command will be sent x seconds prior to the scheduled class. Video will begin playback on time.

END OFFSET
After a scheduled video completes, if the next scheduled event is due before the END OFFSET, the projector will not turn off. The default and recommendation is 5 minutes (300 seconds)

ON DEMAND PLAYBACK
START OFFSET
An automation timer screen will appear on the iPad to count down the time until video playback begins.

END OFFSET
The projector will not power off until the END OFFSET countdown has completed. If a new class is started before this time, the projector will not turn off until video is stopped.

Explain More About PJLINK
To see an explanation of each field, and what the different connection statuses mean click 'Explain more about PJLINK'

STUDIO AUTOMATION

SHOW PROJECTOR MESSAGES

When enabled, any messages received from a connected PJLINK projector will be displayed on the top of the iPad screen.

Show Projector Messages

SEND CONTINUOUS COMMANDS

May improve automation performance for some projector brands / models by constantly sending commands.

Send Continuous Commands

ADVANCED STUDIO AUTOMATION

When status is 'Disconnected' automation commands are NOT SENT and indicates an issue.

Please note: Offsets apply to on demand/admin mode, scheduled playback, and live automation.

INSTALLATION GUIDANCE - TCP/UDP

Ensure that:
-Virtual iPad, automation unit, and devices to be automated (e.g. projector) are connected to the same network on a static IP.
- The port(s) used for TCP/UDP are not blocked by a firewall

Installation:

Click on the padlock to the top right of the Les Mills Virtual App
Enter your 4 digit admin code
Navigate to SETTINGS > Automation
Toggle Automation enabled to ON (green)
Select TCP or UDP

3.If you would like to send a custom 'Video Start Command' for live classes (different to the video start command for virtual scheduled classes), select 'Live Automation Enabled'.

4. Enter the IP address and Port details for connection to the automation unit.

When status is 'Disconnected' Automation commands are not sent

Test buttons
Test buttons will send the respective command string, the command being sent will appear as a thin line at the top of the screen.

5. Optionally, customize the values for the following:

Keep Port Alive Command
• Every 60 seconds the user-defined `Keep Port Alive` command is sent over the network. This ensures that robust connectivity is maintained.
Start Offset
•Send class start x seconds before video playback begins
End Class Offset
• The *End Offset* duration counts down before sending the *Video End Command*. If a Video Start Command is received before the End Offset duration is reached, the Video End Command will be cancelled.
Video Start Command
•The custom command sent to the TCP/UDP automation unit device when a class starts
Video End Command
•The custom command sent to the TCP/UDP automation unit device when a class ends
Live Class Start Command (if live class automation enabled)
• The custom command sent to the TCP/UDP automation unit device when a live class starts

6. If your automation unit or other hardware does not respond to a given command, it may be necessary to select one of the following options to terminate the command:
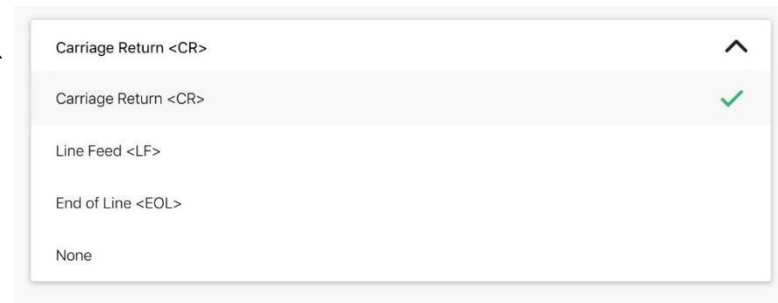
7. Lastly, check that you see a green 'Connected' status. For UDP the status is displayed as 'Ready'.

Note: Only ASC11 commands can be used. Devices which only accept HEX will not work.

LES MILLS™ VIRTUAL SETUP
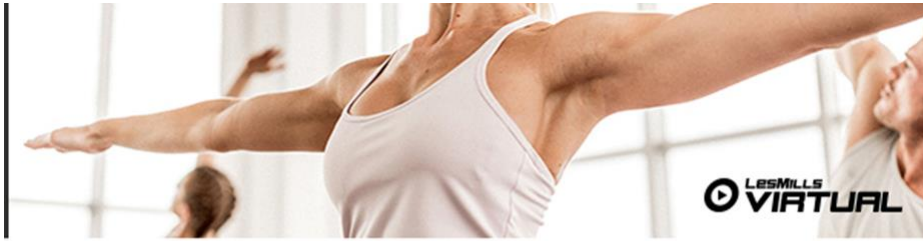
Kia ora Nate,

Welcome to LES MILLS Virtual. You have taken the next step to get the World's best Virtual programs to your members. This email will guide you through some basic steps to complete the setup of your LES MILLS Virtual scheduler, the LES MILLS Virtual App and content download.

We've completed the process at our end and your account has been set up to run LES MILLS Virtual on **1 devices.** Now it's your turn; let's get this thing going.

STEP ONE

Sign in & set up your LES MILLS Virtual Scheduler and create your studio timetables. Please click the link below and use your LES MILLS Virtual Username and Password to get started:

Sign in here.

Username: 909137@lesmillsvirtual.com
Password: Tp0#RX686xJS

LES MILLS VIRTUAL SETUP GUIDE

This section outlines the initial steps you are required to complete to register to the LES MILLS Virtual Scheduler for the first time. Please ensure:

- Your have received your on-boarding email
- You have access to a desktop computer
- You are using Chrome as your web browser

Steps to activate your account:
1. Click> the 'Sign in here' link from your desktop to the LES MILLS Virtual Scheduler within your on-boarding email: https://uk.lesmillsvirtual.com/virtual/signup
2. Enter> Username (sent in on-boarding email)
3. Enter> Temporary Password (sent in on-boarding email)
4. Select> NEXT

Please note: you will no longer need your temporary password. This has now been permanently changed to your new password

LES MILLS VIRTUAL SETUP GUIDE

You will then be asked to complete your club preferences. It is really important you input the correct time zone otherwise the App and Schedule will not work.
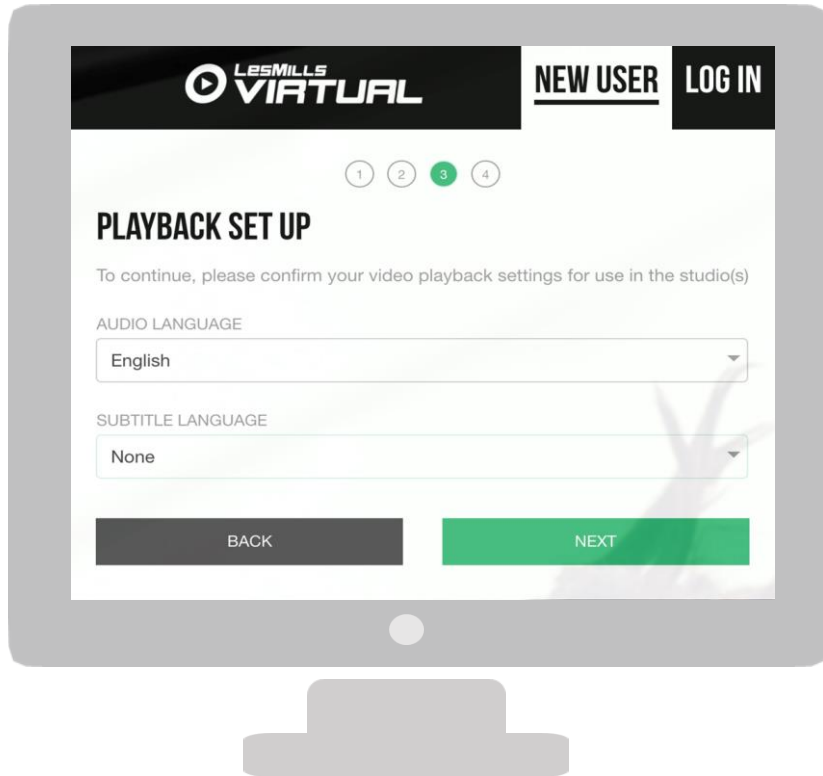
6. Enter> Your club name
7. Enter> Your country
8. Enter> Your language
9. Enter> Your timezone
10. Click> CONFIRM

These steps can be updated at any point within the Settings>Club Preferences menu on the Schedule tool.
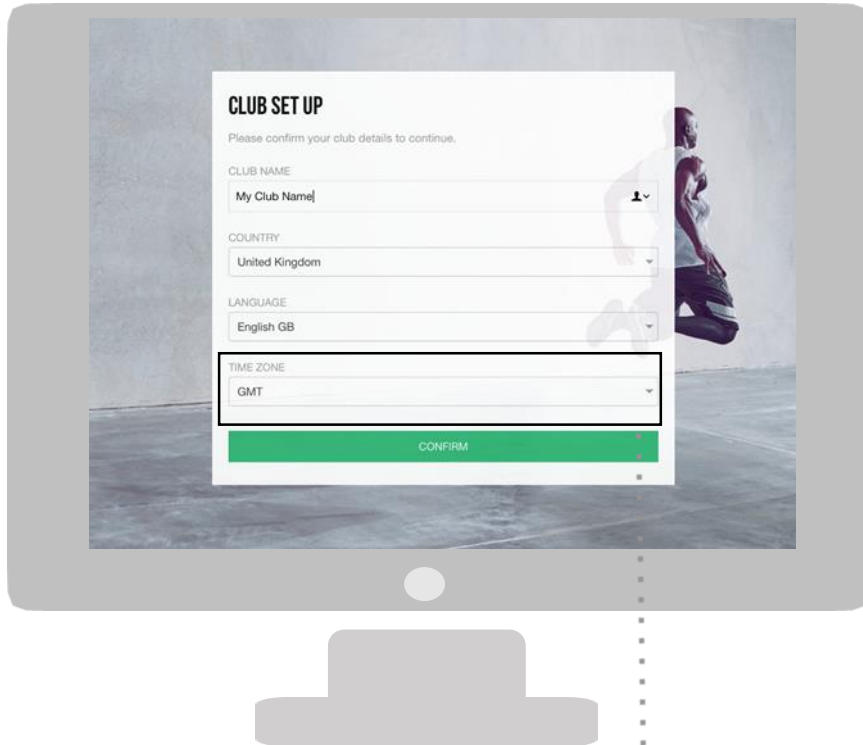
It is important the timezone is selected correctly

LES MILLS VIRTUAL
SETUP GUIDE

PLAYBACK SETUP

This section allows you to select your audio and subtitle preferences. These will be added by your LES MILLS representative before you receive the on-boarding email.

Select> audio language
Select> subtitle language
Select> NEXT

Note: If your preferred audio and subtitle preferences do not appear, please contact your LES MILLS representative.

LES MILLS VIRTUAL SETUP GUIDE

PASSWORD RESET

To activate your account your temporary password must be changed. You will use your new password going forward.

New password – must contain Lowercase & Uppercase letters, numbers 0-9 & one of the symbols listed ! @ # $ % ^ & *
Confirm new password exactly as entered in point 1
Click confirm

This completes the four stages of the initial sign up process. From this point onwards you should log in via the LOG IN function and not NEW USER.

Tip: Changing your studio name is an effective way of testing if your APP and Scheduler are in sync.
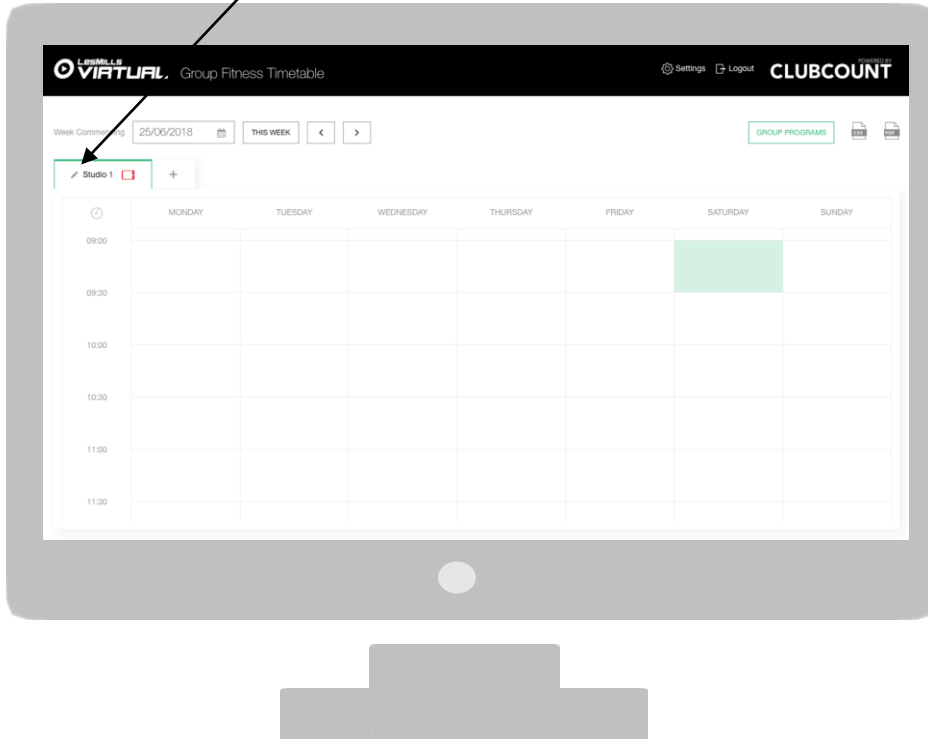
LES MILLS VIRTUAL SETUP GUIDE

SETTING UP YOUR STUDIO NAMES

1. Once you have logged into the scheduler and changed your password you will see the Timetable screen (left).
2. To rename your Studio/s Click > on the pencil symbol beside the Studio name and type the new name for that studio.
3. Name the studios as you call them within your facility e.g. Cycle Studio, Group Fitness Studio

Note: You can add more studios here but if these studios are going to be running Virtual classes then these will need to be setup by your Les Mills representative.

HOW TO USE THE VIRTUAL SCHEDULER

LOGGING INTO THE SCHEDULER

The scheduler must be logged into via a desktop computer using Google Chrome

https://uk.lesmillsvirtual.com/virtual/login

Username> enter your username (123456@lesmillsvirtual.com)

Password> your password which was changed when you signed into the scheduler for the first time

Click> LOGIN

Important note: once the temporary password in your on-boarding email has been changed you will not need it again
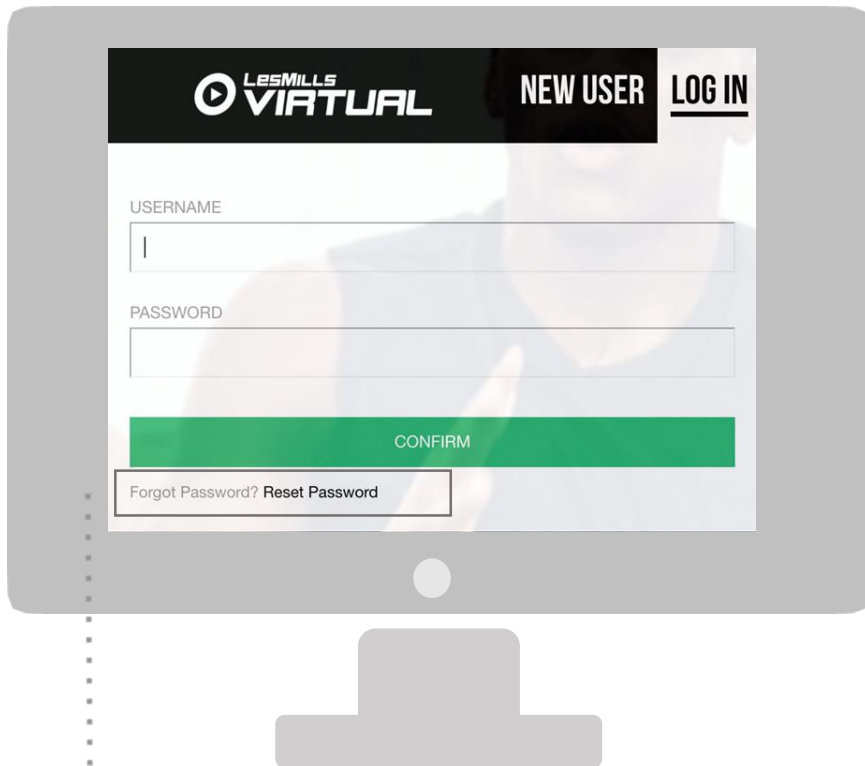
Click here if you have forgotten your password, you will receive a link to your registered email account and will be taken through the steps to reset your password.
IMPORTANT: the new password needs to be updated on the APP under 'Settings' >'Device Settings'> 'Change Admin Code'

Note: all classes need to be scheduled via the scheduler and can not be scheduled on the APP itself

HOW TO USE THE VIRTUAL SCHEDULER
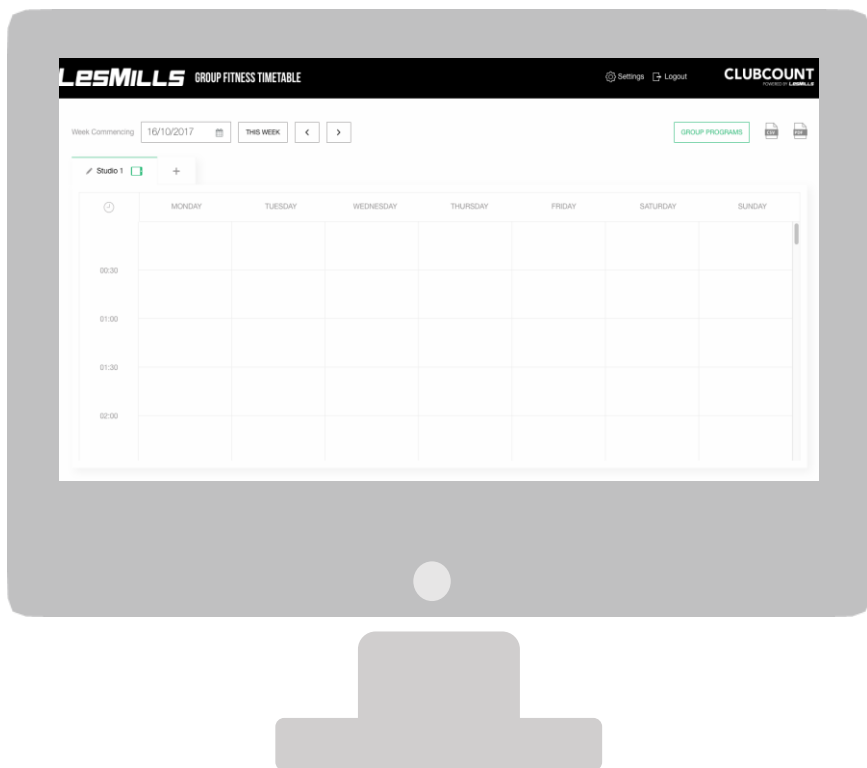
SETTING UP YOUR TIMETABLE

When logged into the LES MILLS Virtual Scheduler this will be the first screen you see. The scheduler has been designed so that you can use it as the one place to schedule all classes (Virtual, LES MILLS live or other live classes).

From this screen you can:

• Schedule Classes
• Change your Studio names
• Change your Settings (Device Management & Contact Help)
• Export your timetable to .csv or PDF format
• Add other non LES MILLS classes via the Group Programs tab
• Logout

Tip: changing your studio name is a good way to check if the APP and scheduler are in sync. Does your change mirror on the iPad within 5 minutes?

HOW TO USE THE VIRTUAL SCHEDULER
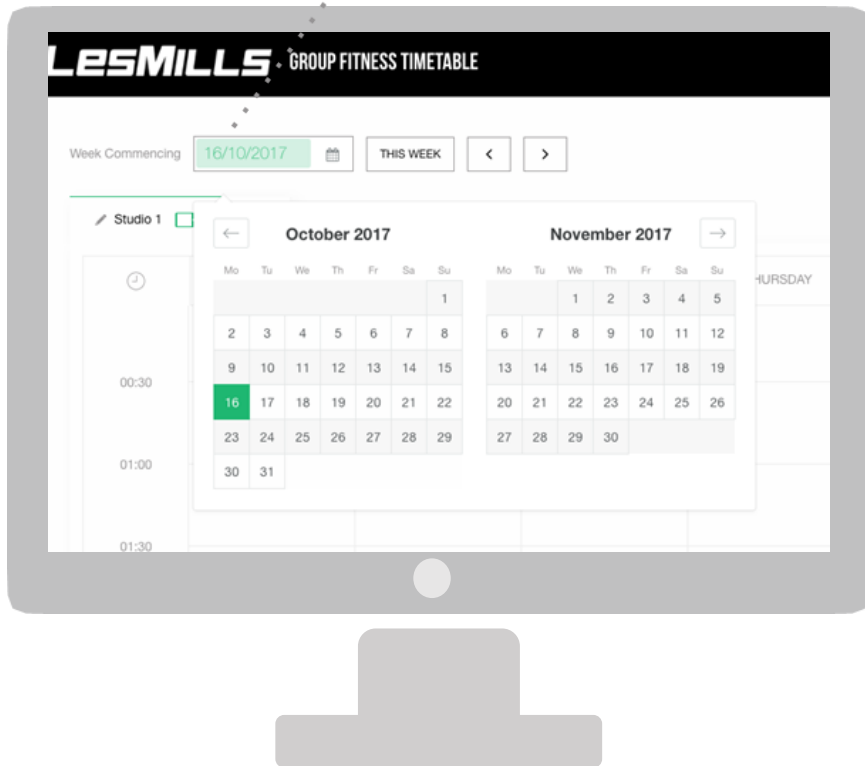
SETTING UP YOUR TIMETABLE

To schedule a class or classes follow the steps over the next few pages. You start on the 'Home Screen'

Step One

- Select the date you want to schedule your class. You can either click on the date box on the left to select the week
  (a calendar will pop up) or use the arrows to scroll through to the date
- Select the date, this will then close the pop up and take the calendar to that week

HOW TO USE THE VIRTUAL SCHEDULER

SETTING UP YOUR TIMETABLE

Once you have chosen the week or day simply click on the timeslot you want to schedule your class.

A Pop-up screen will appear with more options for you to complete

HOW TO USE THE VIRTUAL SCHEDULER

SETTING UP YOUR TIMETABLE

CREATE CLASS - STUDIO 1 - THURSDAY   ✕

Your device is currently offline. Your changes will sync when the device is online.

START TIME
09:00

CLASS FREQUENCY
Weekly

GROUP FITNESS
VIRTUAL BODYBALANCE

DURATION
30   minutes

TYPE
Flexibility

RELEASE
Random

NOTES
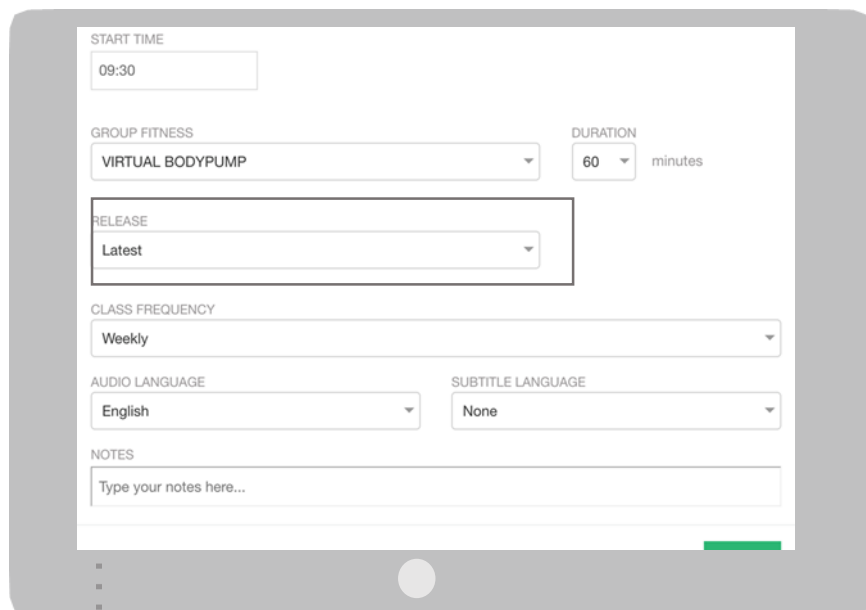Type your notes here...

LANGUAGE OPTIONS ►

CANCEL   CREATE

CREATE CLASS - STUDIO 1 - THURSDAY   ✕

Your device is currently offline. Your changes will sync when the device is online.

START TIME
09:00

CLASS FREQUENCY
Weekly

GROUP FITNESS
VIRTUAL BODYBALANCE
On Demand
VIRTUAL BODYBALANCE
VIRTUAL Born To Move 14 4-5
BODYATTACK™
BODYBALANCE™

DURATION
30   minutes

NOTES
Type your notes here...

LANGUAGE OPTIONS ►

CANCEL   CREATE

Pop up Screen
Once you have selected the timeslot for scheduling the Pop Up provides more options. You will notice the TIME and DAY have been pre-populated based on the day/time you selected on the calendar view. The time can be edited so for example you can schedule at 01:10 as opposed to just 01:00.

Choose your class
Under the Group Fitness dropdown you will be presented with all the program options you have available to schedule. This includes LIVE (Instructor-led) and Virtual classes. Select the class you want to schedule. An On Demand option is available, you can schedule timeslots that members can select their own choice of program on the APP to play within this time.

HOW TO USE THE VIRTUAL SCHEDULER

SETTING UP YOUR TIMETABLE

Tip: ensure all fields are completed when scheduling classes.

Release type

There are three types of releases that can be selected per Virtual program. Latest (the most recent/new release), Random – the scheduler will randomly select a release from the back catalogue, or Specify – this means you choose the release number.

IF this is selected the RELEASE NUMBER field appears. Only the Virtual programs you have licensed will appear. All live classes will appear, these can be removed from the dropdown if you wish.

Release number

If you select to SPECIFY the RELEASE then the field will appear. This will then provide you the release number of all the available releases available to your club for that program.

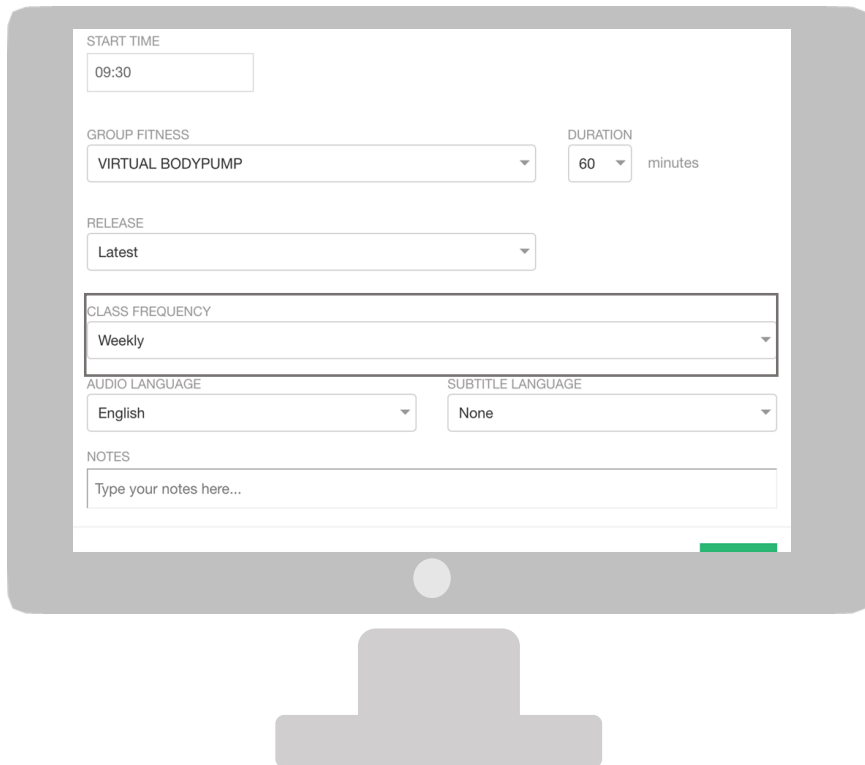Select the number and then move onto the next step.

HOW TO USE THE VIRTUAL SCHEDULER

SETTING UP YOUR SCHEDULE

Class Frequency

The final step in scheduling a program within a timeslot is to select the frequency of the program. There are five options available to choose from:

1. Once (Temporary) – this option can be used for creating a one-off class for a Public/Bank Holiday or to make a one-off change to an existing class (replacing an instructor for that day only)

2. Weekly – this will schedule the program and release type within the chosen timeslot every week until you change your timetable

3. Saturdays and Sundays – this will schedule the program and release type within the chosen timeslot every Saturday and Sunday until you change your timetable

4. Every Two Weeks – this will schedule the program and release type within the chosen timeslot every second week commencing the week you schedule from until you change your timetable

START TIME
09:30

GROUP FITNESS
VIRTUAL BODYPUMP

DURATION
60 minutes

RELEASE
Latest

CLASS FREQUENCY
Weekly

AUDIO LANGUAGE
English

SUBTITLE LANGUAGE
None

NOTES
Type your notes here...

HOW TO USE THE VIRTUAL SCHEDULER

SETTING UP LIVE BACKGROUNDS

Live Backgrounds

When a Live class is scheduled there is now the ability to add a video background. These backgrounds will appear as small downloads under the users Manage Downloads screen on the APP.

By default, video backgrounds will be disabled within the scheduler.

Back grounds are short looped images

Back grounds are downloaded automatically within the APP and are prefixed as 'Live background'
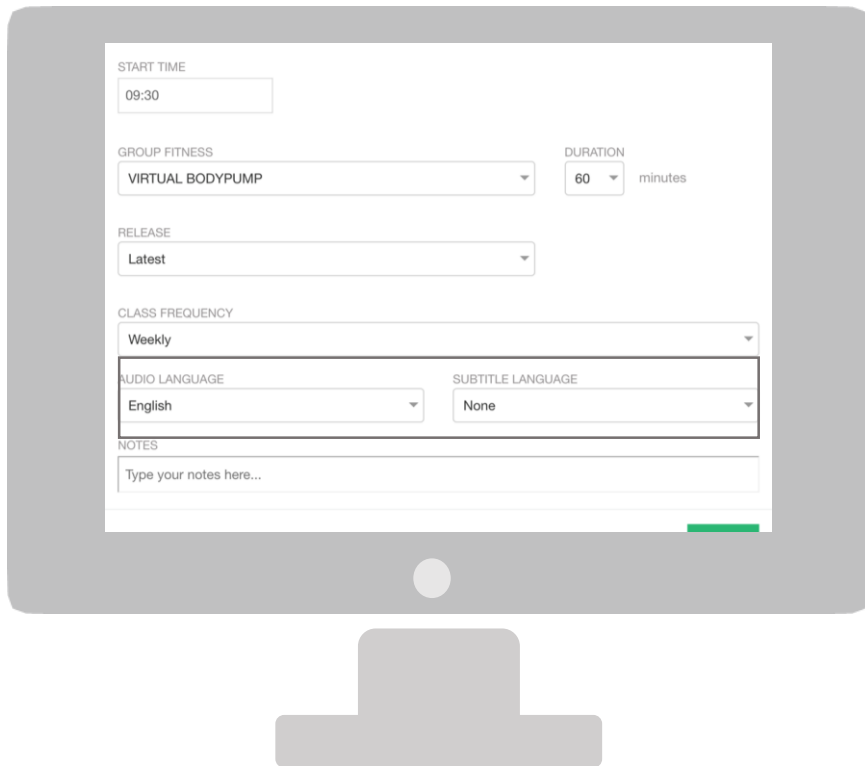
Backgrounds must be scheduled, currently there is not the functionality to play a Video Background On Demand.
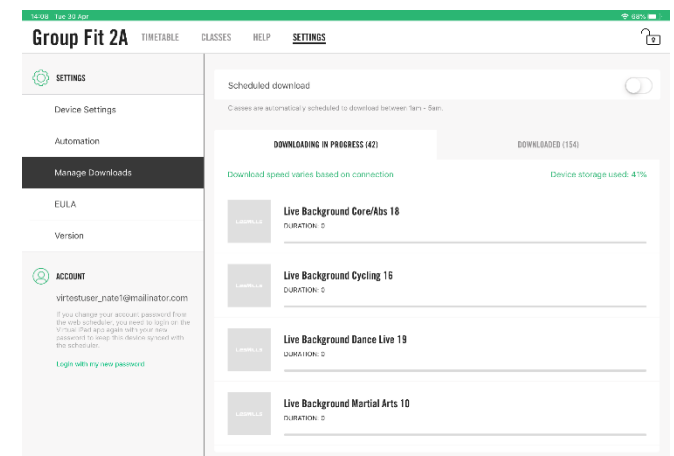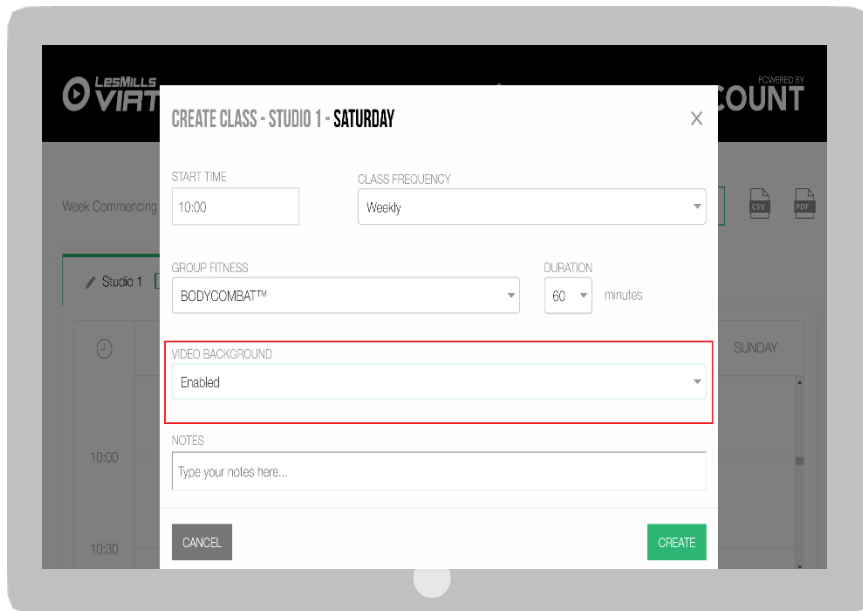
HOW TO USE THE VIRTUAL SCHEDULER

SETTING UP YOUR LANGUAGE OPTIONS

1. **Select** Audio Language– the language will default to what was initially setup when the account was registered. You can select any available language here and the class will play in that language (voice over)

2. **Select** Subtitle Language – the subtitle language will default to what was initially setup when the account was registered. You can select any available subtitle language here and the class will play with subtitles in the chosen language

Add non LES MILLS classes here
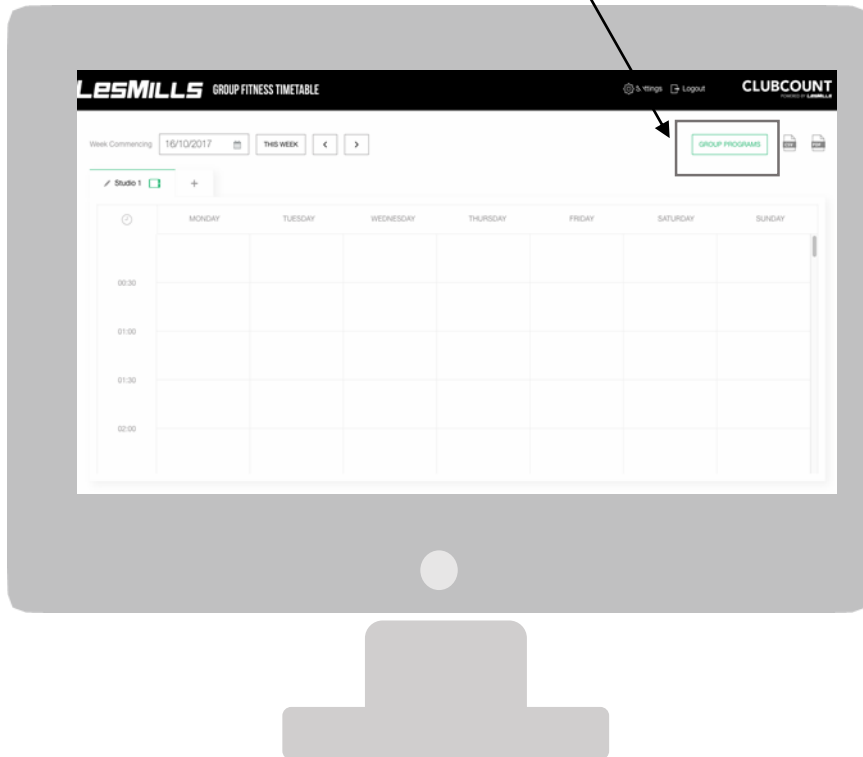
HOW TO USE THE VIRTUAL SCHEDULER

SETTING UP YOUR OWN PROGRAMMES

Where you offer your members other instructor-lead (freestyle classes), you can add these into the Virtual Scheduler so your full timetable is visible for members on the iPad. The steps below step you through this process.

Create timeslot

Setting up a custom program for your club.

1. Click on the Group Programmes tab
2. Then click on Create New button
3. Then add name, workout type and image for your custom programme

This programme will be available to be scheduled as per any other programme in the 'Setting up your timetable section'

The maximum timeslot is 480 minutes and can not cross from day to day. We recommend a minimum of 60 minutes to allow members to choose their class, setup or pause the class if they wish.

START TIME

01:00

GROUP FITNESS

On Demand

VIRTUAL BODYBALANCE

VIRTUAL BODYBALANCE FLEXIBILITY

VIRTUAL BODYBALANCE STRENGTH

VIRTUAL BODYCOMBAT

VIRTUAL BODYCOMBAT

DURATION

60

kes place.

HOW TO USE THE VIRTUAL SCHEDULER

## ALLOCATING VIRTUAL ON-DEMAND TIMESLOTS ON THE TIMETABLE

Virtual on-demand

The LES MILLS Virtual solution allows facilities to schedule blocks of time on the timetable as 'On-Demand' so that users can choose the programs available on the player to workout with, of course this functionality is only enabled if you want to offer this to your members. This allows for more flexibility so members can workout to their own schedule when it suits them.

To schedule blocks of Virtual On-Demand on the timetable, follow all the steps as required to schedule a program however, when you select the 'Group Fitness' option (circled beside), Select>On Demand. This enables the member to play any available programs within the timeslot. You can select how long you want this to be available.

HOW TO USE THE VIRTUAL SCHEDULER
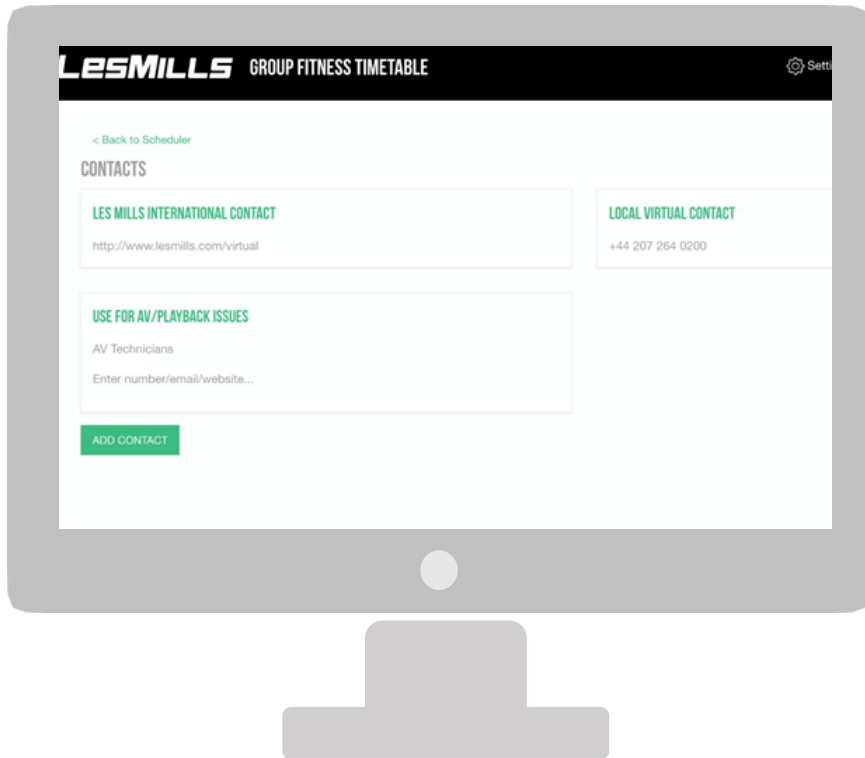

SCHEDULER HELP MENU

Help Menu

Within the SETTINGS menu (top of the screen) there is a HELP option. Click> Help and you will be presented with options for help & support. Click> ADD CONTACT and you can load further information specific to your facility.

HOW TO USE THE VIRTUAL SCHEDULER

SCHEDULER CLUB PREFERENCES

These are the settings you chose when you signed into Virtual for the first time. If your preferences change, please navigate to this page to select your time zone, language, audio and subtitle choices.

It is important your timezone is set correctly to avoid sync issues with your iPad timetable.
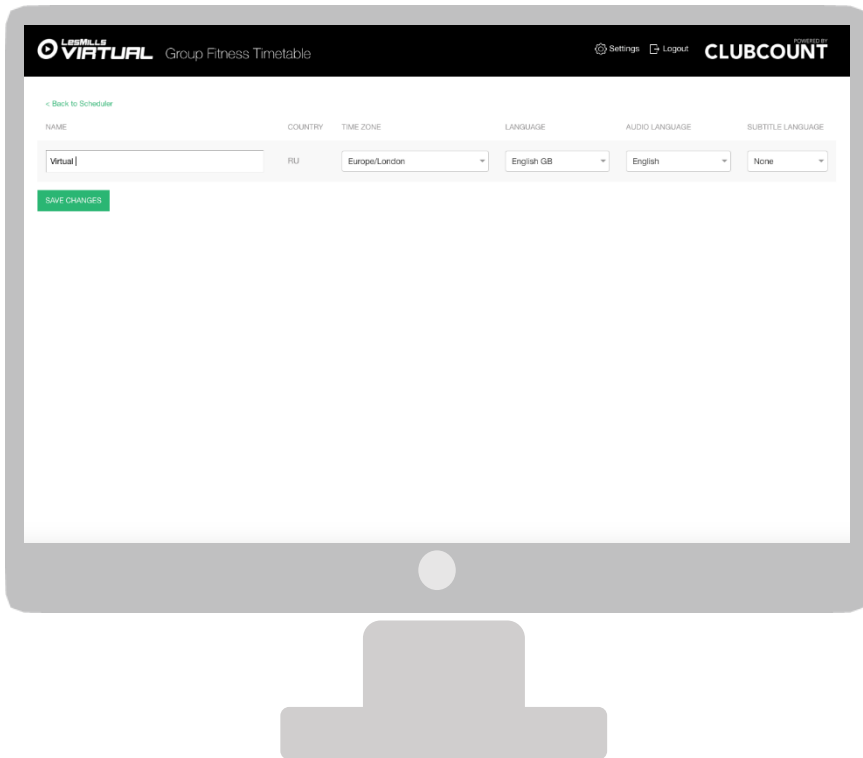
HOW TO USE THE VIRTUAL SCHEDULER
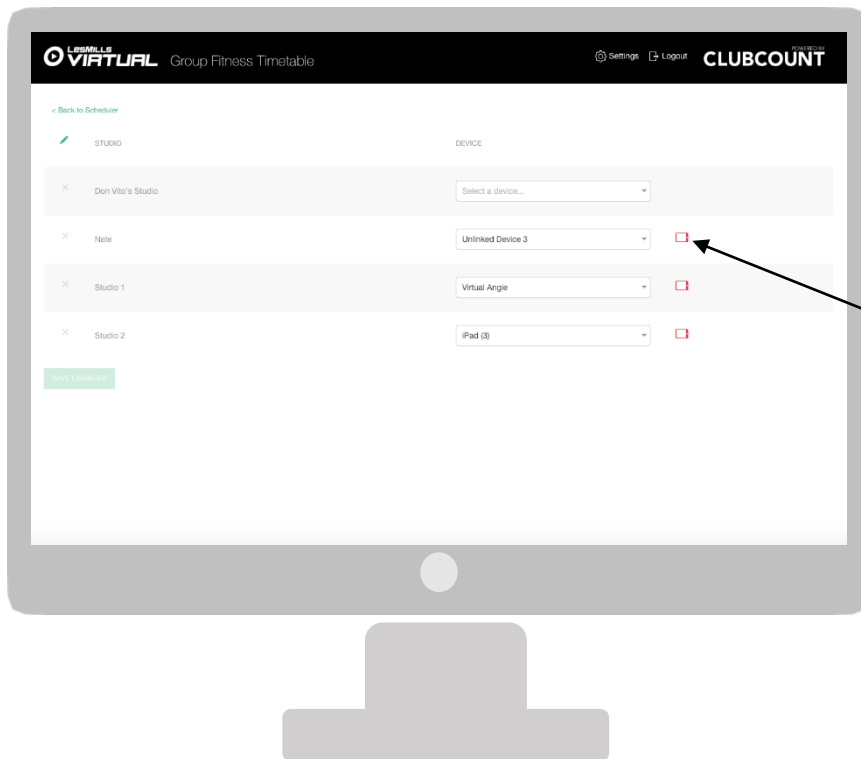
SCHEDULER DEVICE MANAGEMENT

From this page you can see the devices (iPads) that are linked to each studio. From here you can swap the devices without affecting downloaded content. Please note: if you select to remove a device from a studio, that studios iPad will lose the content it has downloaded. Please do not delete the APP from the iPad, unless advised to by support.

A red symbol indicates your iPad is offline and not sync'ing with the corresponding studio timetable in the Scheduler. You should contact the support desk.

An orange symbol indicates your iPad has been offline for a period of time and is a warning to reconnect to wifi.

A green symbol indicates your iPad is online and sync'd with the corresponding studio in the Scheduler. No need for any further action.
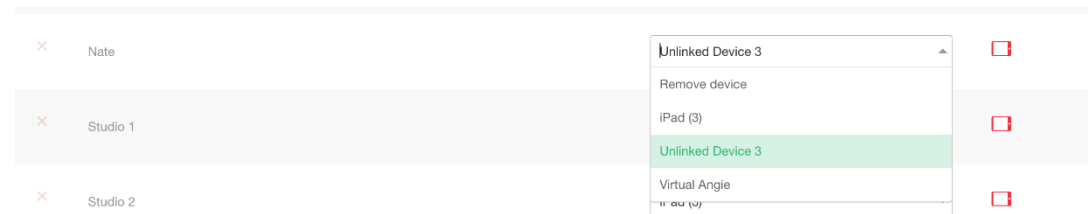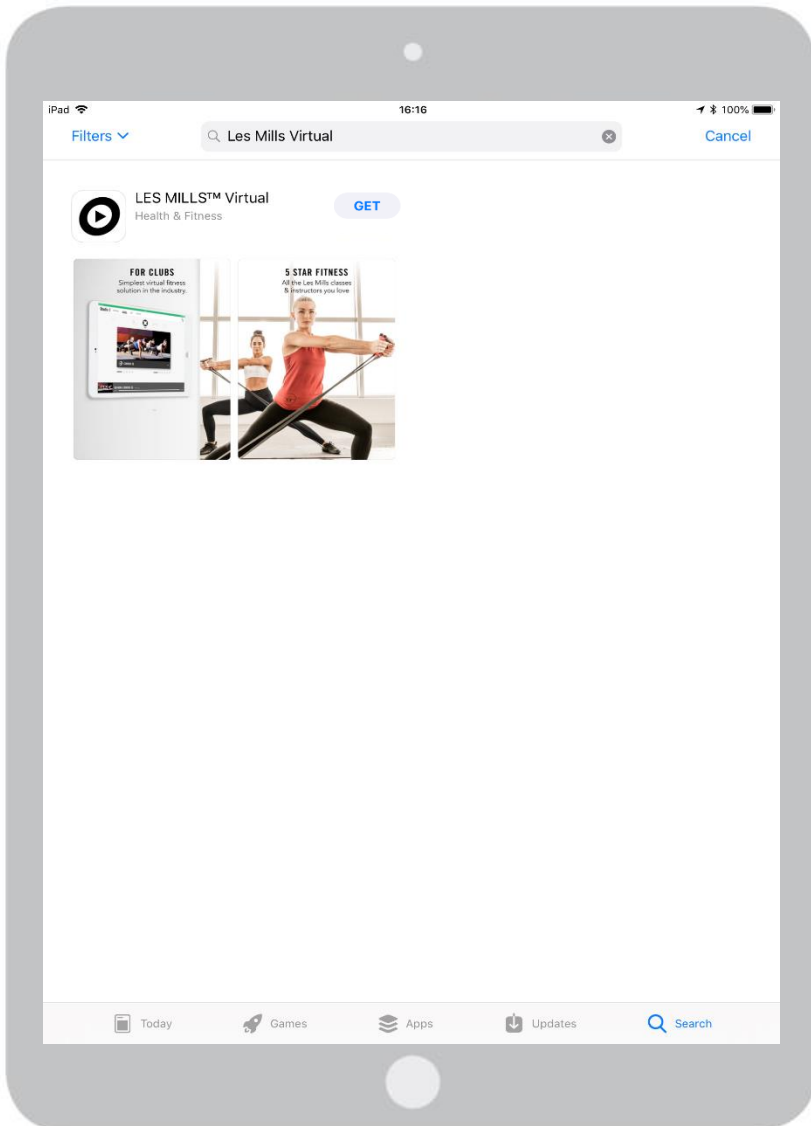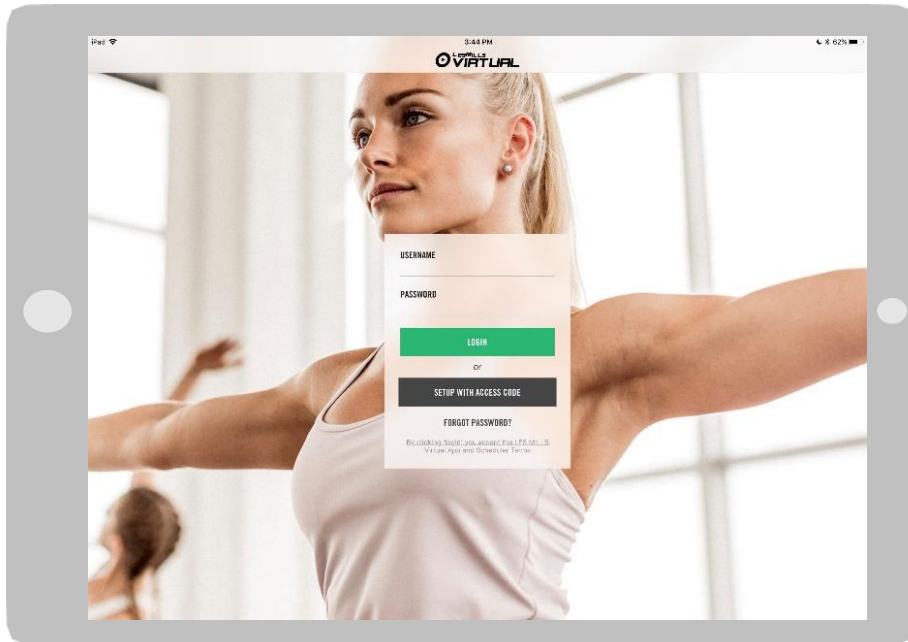
LES MILLS VIRTUAL SETUP GUIDE

DOWNLOADING THE LES MILLS VIRTUAL APP

Turn on your iPad Pro and make sure the device is connected to WIFI.
Find the APP Store logo on your menu screen.
Within the APP Store> Search
Within the Search Bar type> Les Mills Virtual
Select> Virtual
Click> GET

Note: There is more than one LES MILLS APP, ensure you select 'VIRTUAL'

LES MILLS VIRTUAL SETUP GUIDE

LES MILLS VIRTUAL APP LOGIN & STUDIO SETUP

Now that you have downloaded the APP from the APP Store and activated your account in the Scheduler it's time to login to the LES MILLS Virtual APP

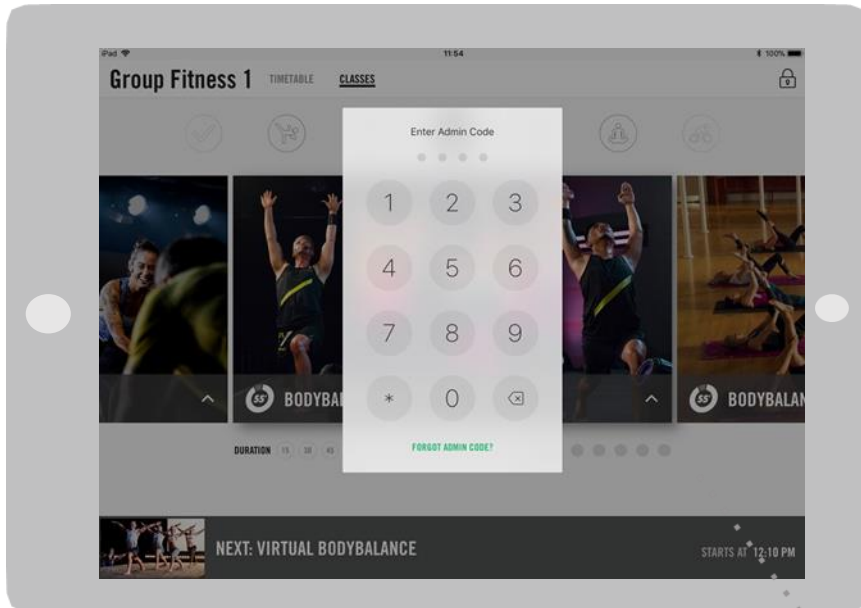Username> your username (eg. 123456@lesmillsvirtual.com)
Password> your newly created password
Click> Login
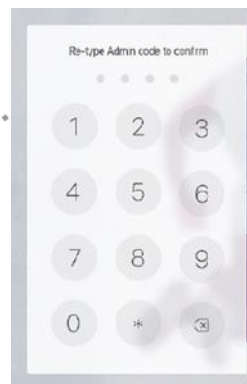You will then be requested to select the Studio that you want this iPad to be paired with

Important: the APP must be logged into with your newly created password and can not be logged into with your temporary password.
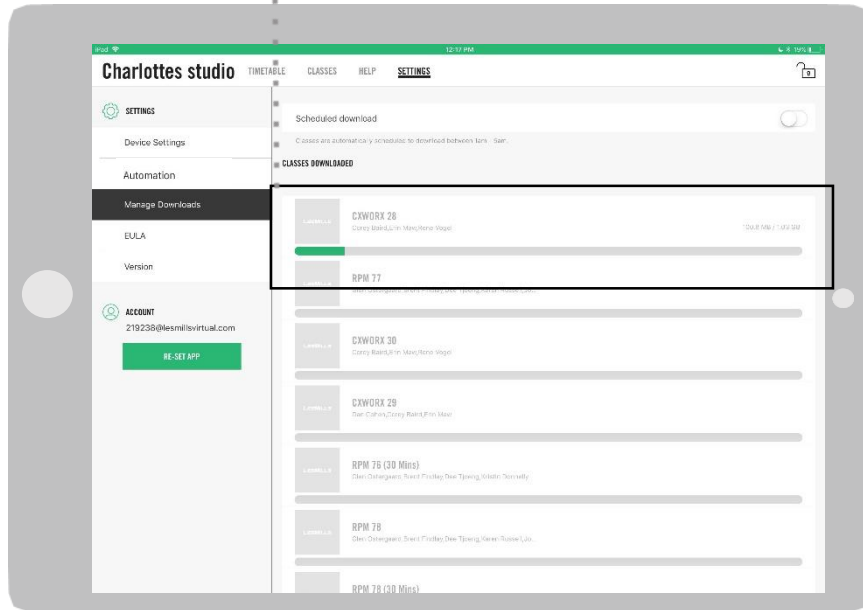
LES MILLS VIRTUAL SETUP GUIDE

LES MILLS VIRTUAL APP ADMIN CODE SETUP

- Set your ADMIN Code (4 digits) for logging into the APP settings
- Confirm your ADMIN Code by re-typing your 4 digit code

Greyed out classes with a green progress bar are still downloading
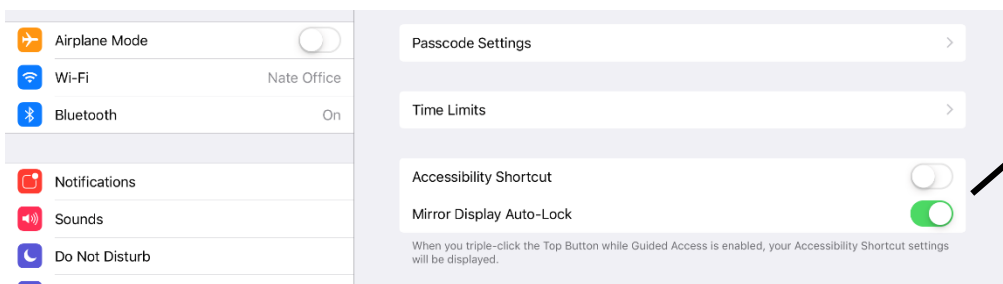

LES MILLS VIRTUAL SETUP GUIDE

DOWNLOADING CONTENT

Your iPad will now begin to download content, it is essential the iPad is left on, connected to power and WIFI and setup as follows:

iPAD SET UP
1. Turn off all notifications
1a. SETTINGS>NOTIFICATIONS>
1b. SHOW PREVIEWS – set to NEVER
1c. In NOTIFICATION STYLE pane, manually turn all apps to OFF

2. Prevent the iPad from automatically locking:
2a. SETTINGS>DISPLAY & BRIGHTNESS>AUTO-LOCK
2b. Set to NEVER

3. Turn off automatic updates:
3a. SETTINGS>ITUNES & APP STORE> AUTOMATIC DOWNLOADS
3b. Toggle all options OFF

4. Turn off SIRI4a. SETTINGS>SIRI & SEARCH
4b. Ask Siri
4c. Listen for "Hey Siri" – Toggle OFF
4d. Press Home for Siri – Toggle OFF

5. Turn on guided access more
5a. Accessibility Settings (SETTINGS>GENERAL>ACCESSIBILITY)
5b. Scroll down to the bottom of the page and toggle Guided Access to ON (Green) – advised to use a Passcode for this which can be activated within these settings.
5c. Scroll down to bottom of page and toggle Mirror Display Auto-Lock to ON (Green).

Within the APP
6. Turn off Scheduled Downloads.
6a. SETTINGS>MANAGE DOWNLOADS> SCHEDULED DOWNLOADS
6b. Turn toggle OFF

After a class has downloaded you will see the file size

LES MILLS VIRTUAL SETUP GUIDE
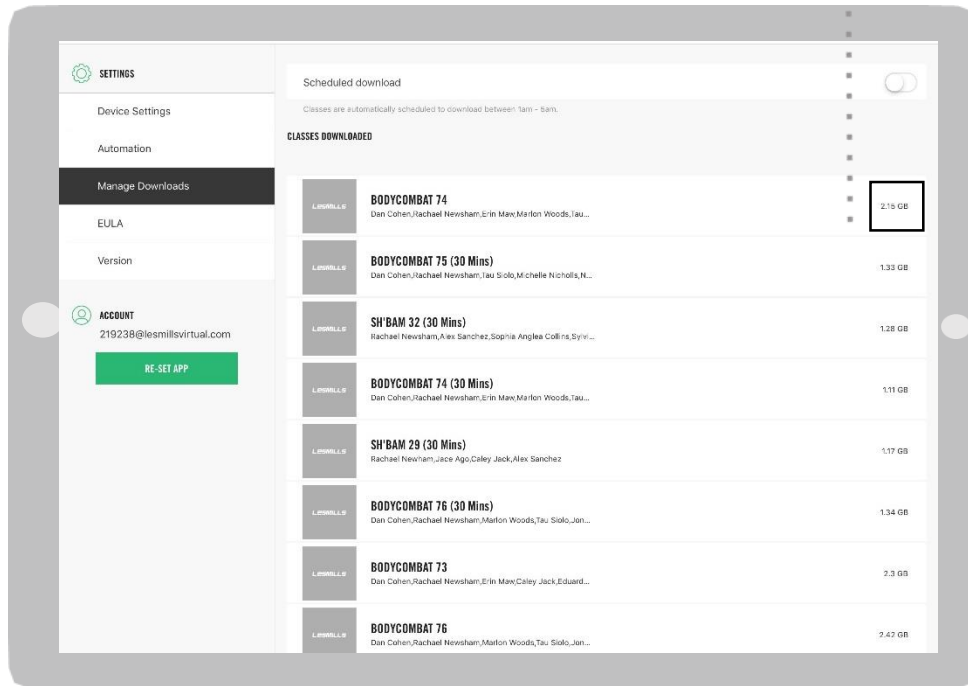
ADVICE ON DOWNLOADS

Included in the initial download of the standard bundle of 5 Virtual Group Fitness programs is over 50 hours of high definition video. Downloading these can take some time as the content file size is very large. Often it will be faster to complete downloads off site, in your on-boarding email is an access code that your AV provider can use to download content for you.

Downloads can take 1 - 2 days and in some cases a week, it's really important that this download process is not interrupted.

Try to put the iPad as close as you can to the WIFI router. It may seem obvious, but the closer you are to the source, the stronger, more stable and faster your WIFI will be.

If you have multiple devices, try setting each device up one at a time. Let downloads complete on each device before setting up the next.

To reduce the demands on your internet during peak periods you can toggle the Scheduled Downloads option to 'On' (green) from within the Manage Downloads screen on the APP. Selecting this will automatically download content between 1am and 5am.

If you find it is still taking too long, ask your AV partner or IT provider if they can complete the download for you via the access code.
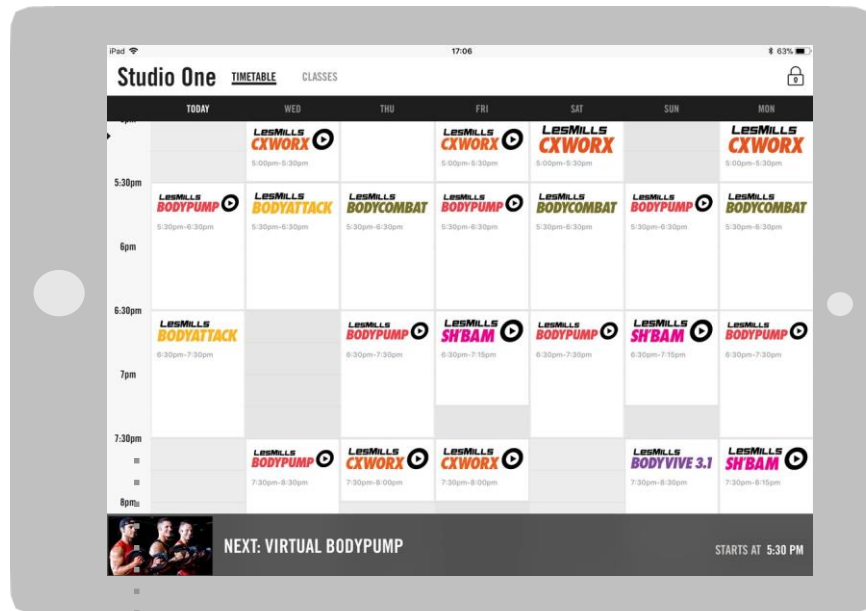
Tip: While your content is downloading you can play with and create your studio timetables in the Virtual Scheduler on your desktop. As your account has been activated already please use the below link to login via a desktop computer:
https://uk.lesmillsvirtual.com/virtual/login

HOW TO USE THE LES MILLS™ VIRTUAL APP

HOW TO USE THE VIRTUAL APP

Once logged in this is the first screen you will see. The timetable always defaults to show the current time and an hour behind so the user can immediately see what is on now, previously, and next up.

- Touching a class on the timetable opens a pop up with more information about the class.
- The timetable shows time increments of 30 minutes.
- The bar at the bottom of the screen shows either what is playing now or what is scheduled next.
- It is good practice to put your iPad in guided access mode so members can not interfere with class playback:
  a. Accessibility Settings (SETTINGS>GENERAL>ACCESSIBILITY)
  b. Scroll down to the bottom of the page and toggle Guided Access to ON (Green) – advised to use a Passcode for this which can be activated within these settings

Please note: when first connecting the iPad with the external screen the screen will mirror. When a class is ready to start the screen will go black ready for playback.
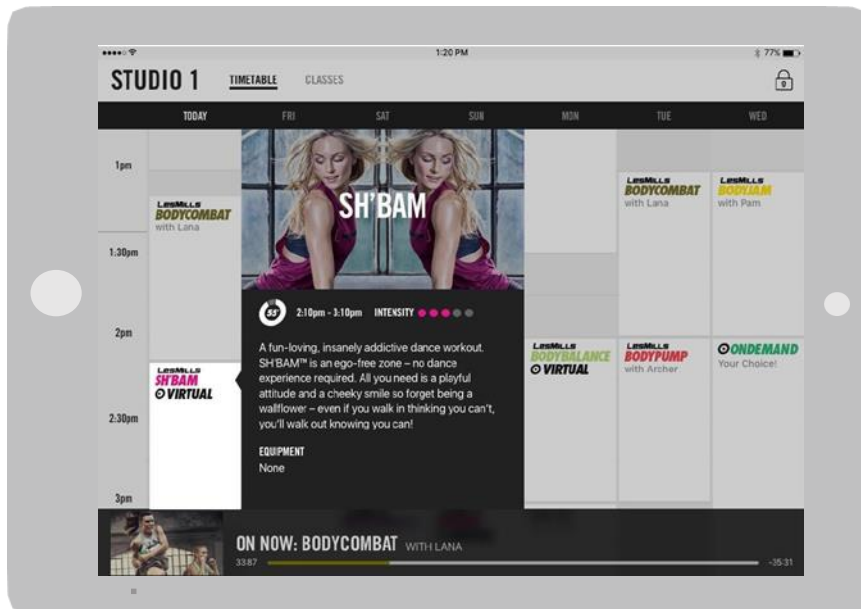
The timetable has a seven day rolling view, today is always the first row visible.

If you touch a class on the timetable a pop up screen will appear

HOW TO USE THE VIRTUAL APP

TIMETABLE FUNCTIONS WITHIN LES MILLS VIRTUAL APP

The more information pop up screen is generic to the class, it does not provide specifics around the release itself just a program overview.

When the pop up appears the rest of the screen becomes shadowed. Touching anywhere outside of the pop up screen will return the user to the main screen.

The pop up screen will disappear and return to the main timetable screen after a certain length of time.

Touch > Classes – from the Menu bar at the top of the screen, this will take the user to the Classes screen

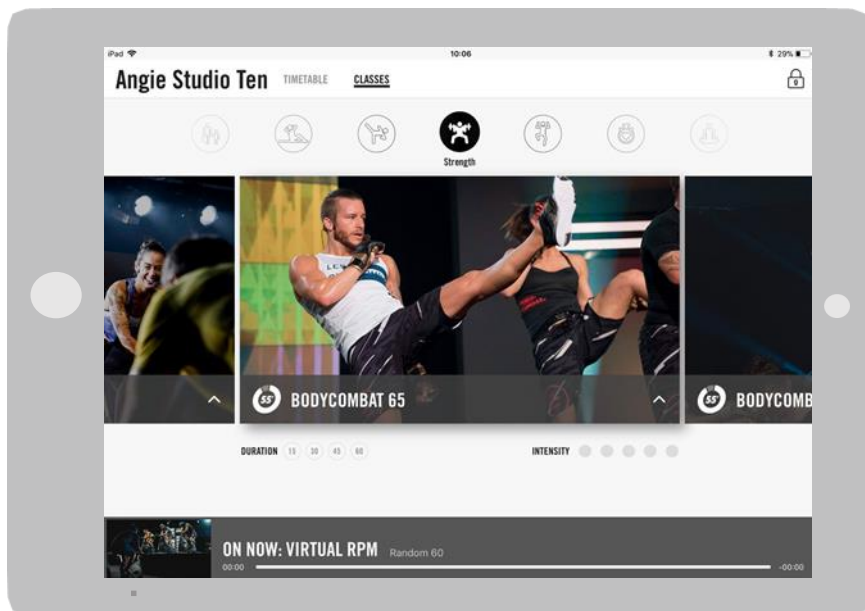# HOW TO USE THE VIRTUAL APP

HOW TO USE VIRTUAL ON-DEMAND

If your facility allows Virtual On-demand then the APP will allow members to play programs of their own choice that are available on the player. It's a very easy process for members to operate.

There are two ways you can offer Virtual On-Demand with the APP.

Option 1. Schedule Virtual On-Demand time via the Scheduler. We recommend scheduling a minimum of 60 minute time slots to allow members time to setup or change their class preference.

Option 2. Enable 'Always on Demand' within the Settings/Device Settings screen on the APP. This means whenever there is nothing scheduled on the timetable a member can select the program they require and play it without any On-Demand time required to being scheduled.

HOW TO USE THE VIRTUAL APP
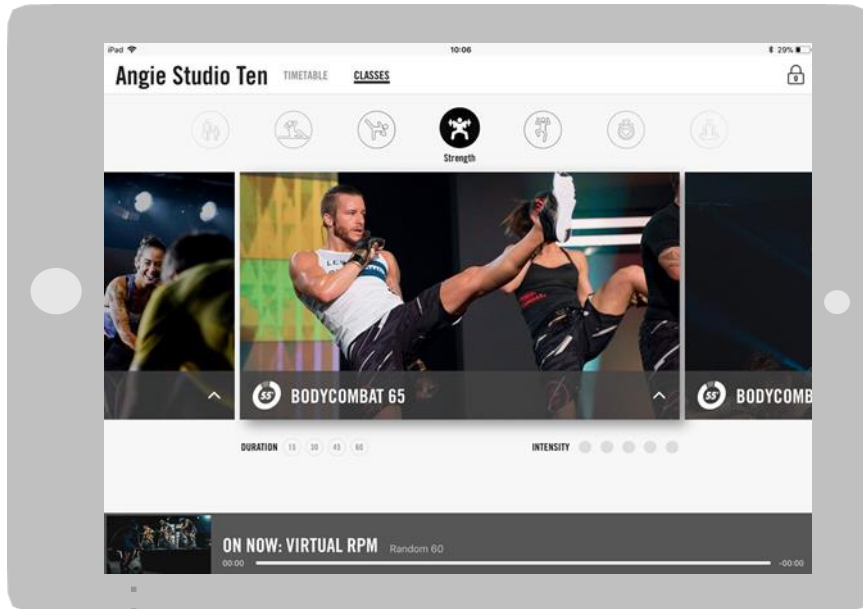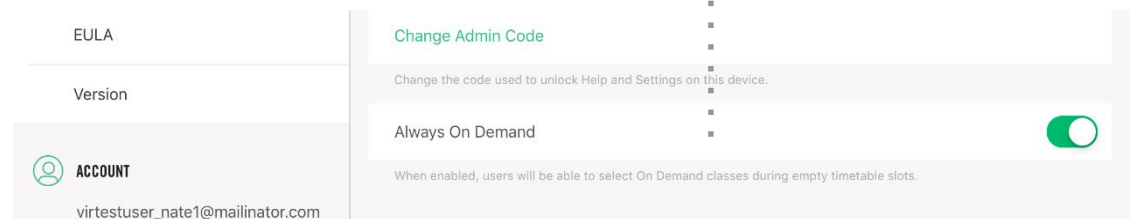
HOW TO USE VIRTUAL ON-DEMAND

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(To activate 'Always On-Demand' toggle the button to green)

Touch > Classes – from the Menu bar at the top of the screen, this will take the user to the Classes screen

Clicking the padlock unlocks admin features
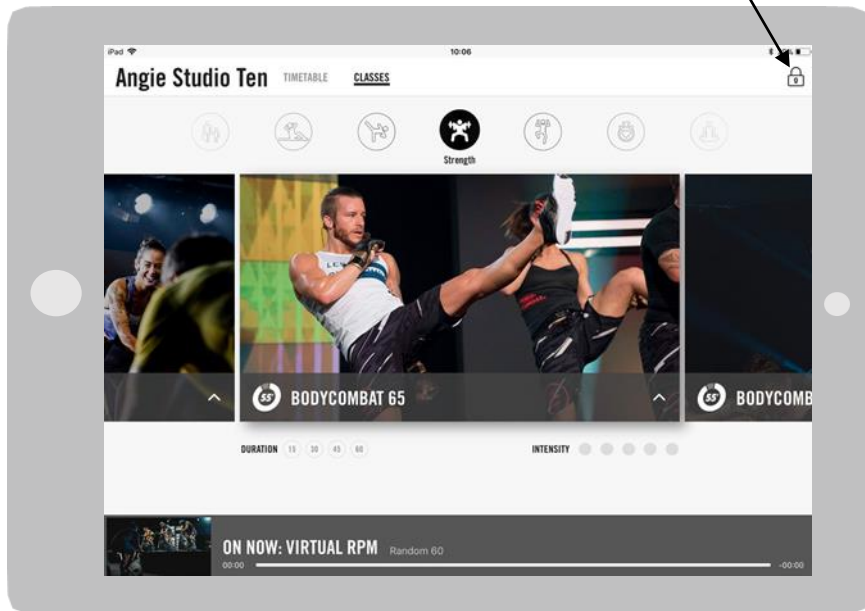
HOW TO USE THE VIRTUAL APP

PLAYING ON-DEMAND IN ADMIN MODE

On-demand can also be played outside of scheduled On-demand slots. You will need your 4 digit access code to enable this.

Click> the padlock to the top right of the iPad

Enter> your admin code

Scroll to the class of your choosing

Touch> the play button in the middle of the image

HOW TO USE THE VIRTUAL APP

Duration　　**Intensity**

Touch the duration/intensity circles to filter classes. To clear the filters, touch circles again so they return to grey.
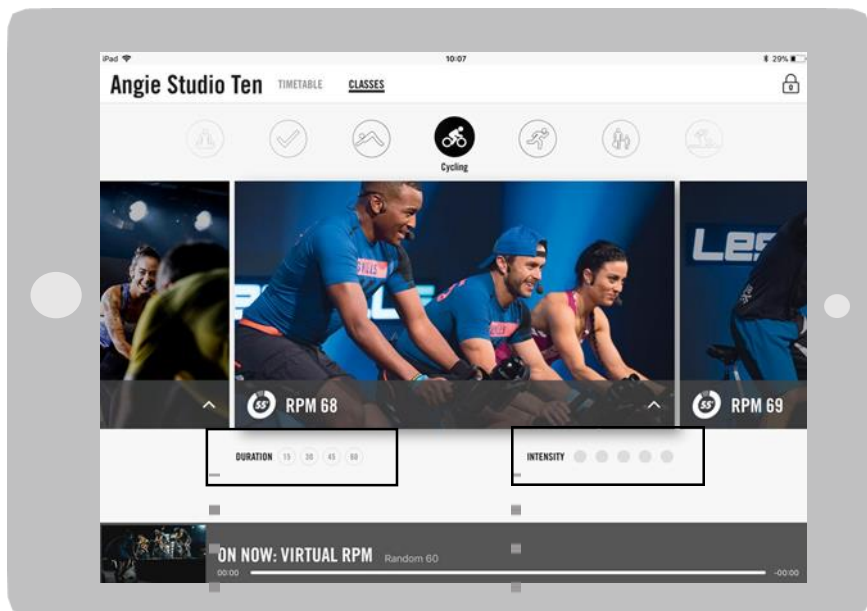
HOW TO USE VIRTUAL ON-DEMAND

Within the Classes screen there are a number of options. All available classes within the facility that can be played in the available timeslot will appear here.

Users can filter programs by:

- Duration
- Intensity
- Genre

Just touch the option on screen. Swiping the centre images to the left or right will show all available programs within the filter.

HOW TO USE THE VIRTUAL APP

Touch ^ for further program information specific to the program release.
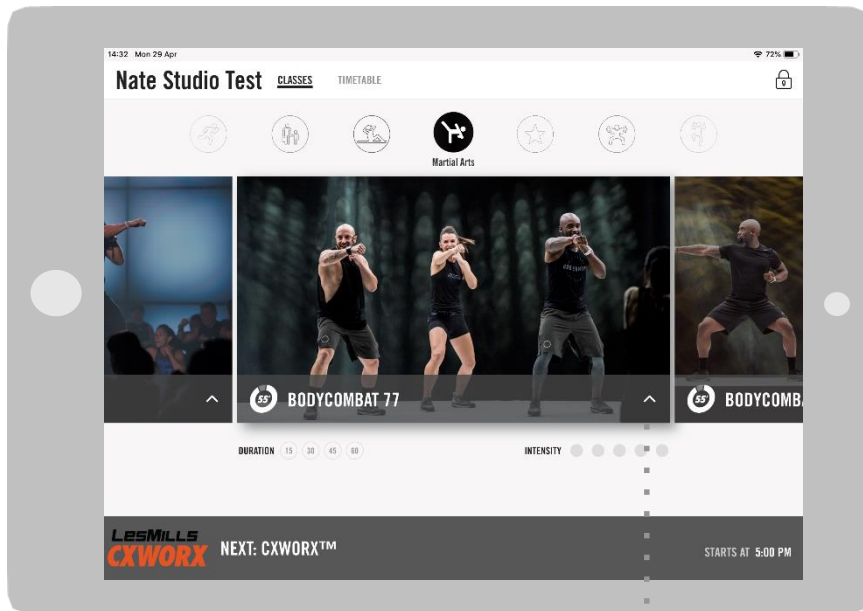
PROGRAM INFORMATION WITHIN CLASSES SCREEN

Once a member has selected a GENRE and then a specific release they can touch the '^' symbol on the bottom right of the release image to reveal more information.

A pop up will appear that contains: Equipment requirements, the presenters names, intensity and program description.

A 10 second preview clip of the program will also loop here.
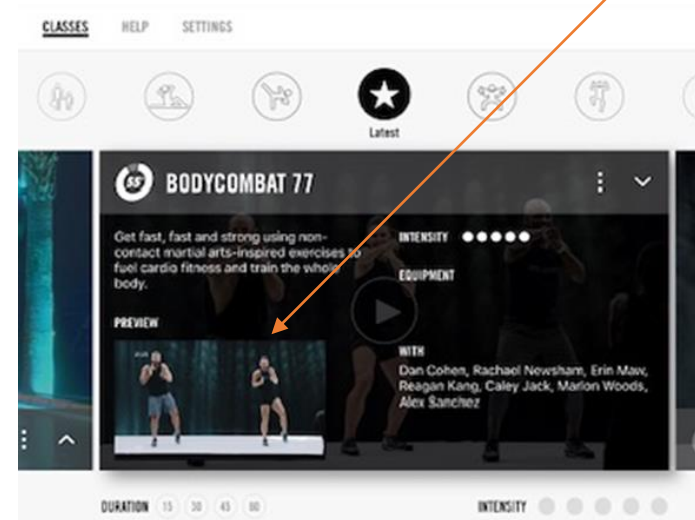
HOW TO USE THE VIRTUAL APP

HOW TO USE VIRTUAL ON-DEMAND

Within the centre image for the program will appear a PLAY symbol (circled).

There will be a delay of one minute before the class starts on screen to give participants time to get into the studio and setup with the right equipment if required.

It is also possible for members to pre-select their desired language/subtitle options before playing a class or while the class is playing. By tapping the three dots to the bottom right.
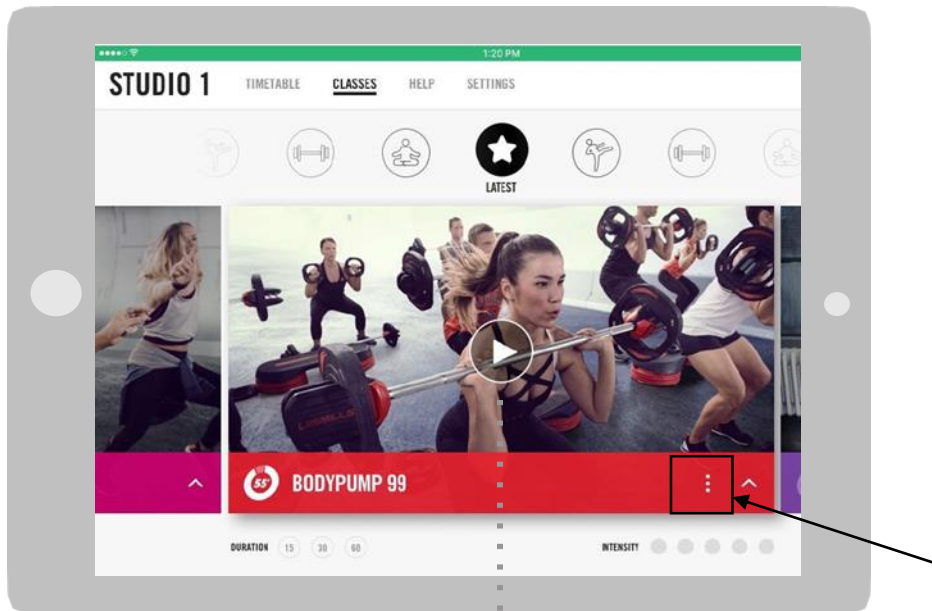
Touch > ▶ and the class will load to play
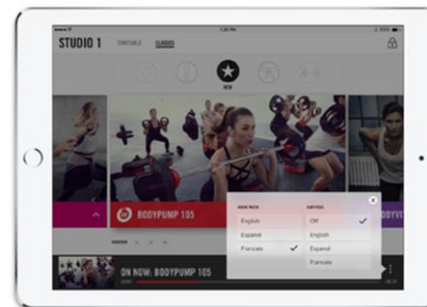
The play symbol will only appear if On-demand is enabled/scheduled or the APP is in Admin mode

The image below is of a class which has been paused
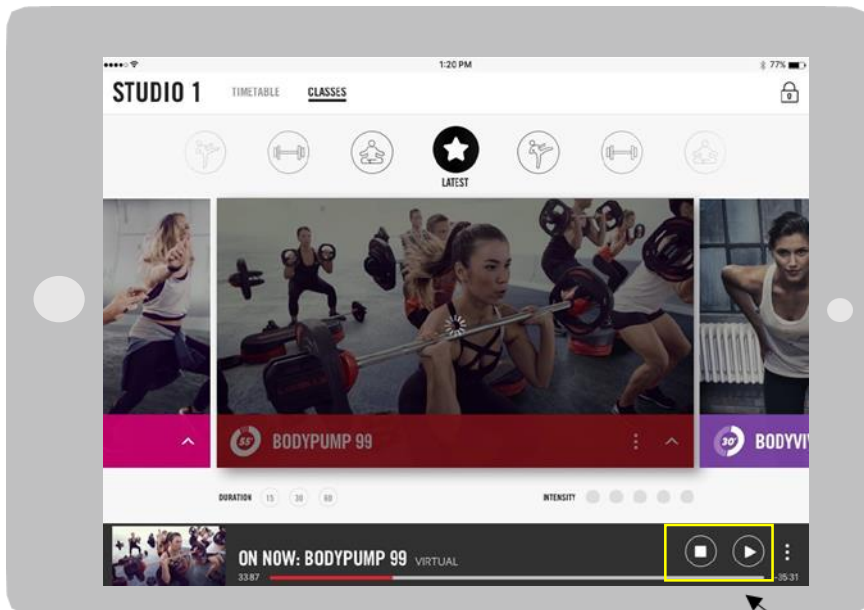
Touch to stop or
resume play

HOW TO USE THE VIRTUAL APP

HOW TO USE VIRTUAL ON-DEMAND

Once the class has commenced playing on the APP the scrub bar at the bottom of the screen will show options available to the user.

Classes can be paused. Touch> the PAUSE symbol on the scrub bar at the bottom of the screen. You will be requested to enter your ADMIN code to action this command.
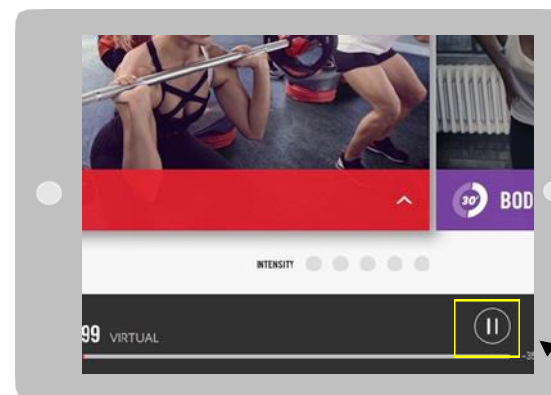
Touch >
and enter your admin
code to pause

You will be requested to enter your ADMIN code to action this command. This function is useful for Youth programming where you may need to re-gather participants attention or have a break/play a game to break up the class.

HOW TO USE THE VIRTUAL APP

HOW TO USE VIRTUAL ON-DEMAND

Where a member or the club wants to start a class playing where there is not enough time available to play the full class a pop message will appear (below) 'There is not enough time to play this 'x' minute class. A scheduled class will start in 'x' minutes. Do you wish to start anyway?' This allows the program to play for the available time before the next scheduled class. The full duration of the class will not play as the next scheduled class will play as scheduled.

This is useful when a LIVE class is replaced at the last minute or a member chooses a class to play via Virtual On-Demand close to another scheduled class .
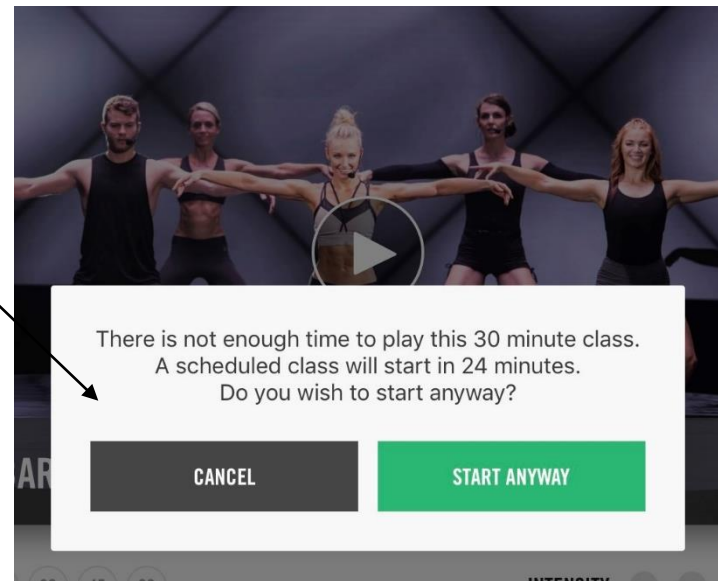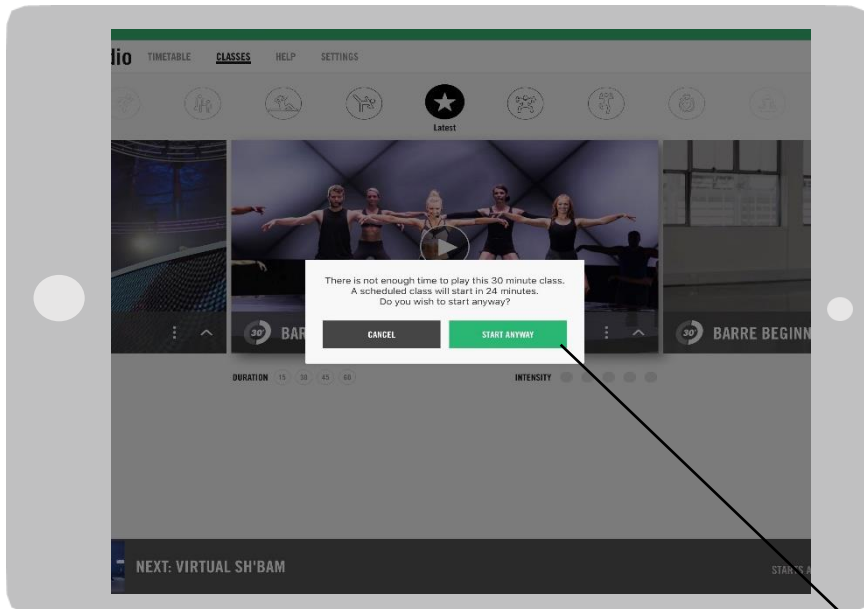
As Administrator if you want the next scheduled class to be delayed starting you would need to enter the Scheduler and choose the next class and either 'SKIP' or 'Re-schedule' it.

Touch the padlock to unlock admin mode

HOW TO USE THE VIRTUAL APP
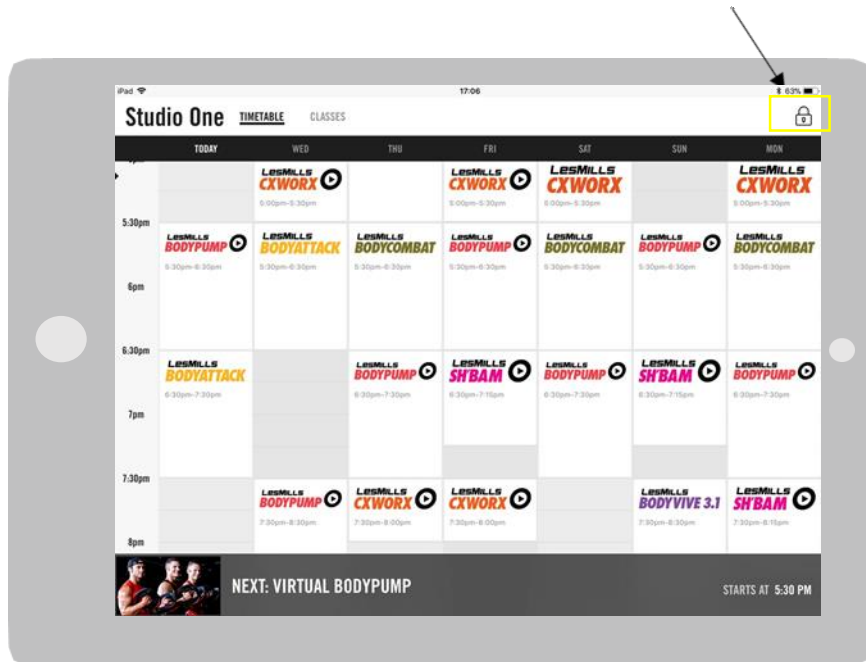
HOW TO ACCESS ADMIN MODE

Touch> the padlock the top right

Enter> your 4 digit admin code

You will now see a screen similar to the below, navigating to settings enable you to check the following:

Access your device settings>

The progress of downloads > within Manage Downloads

Navigate to Settings tab
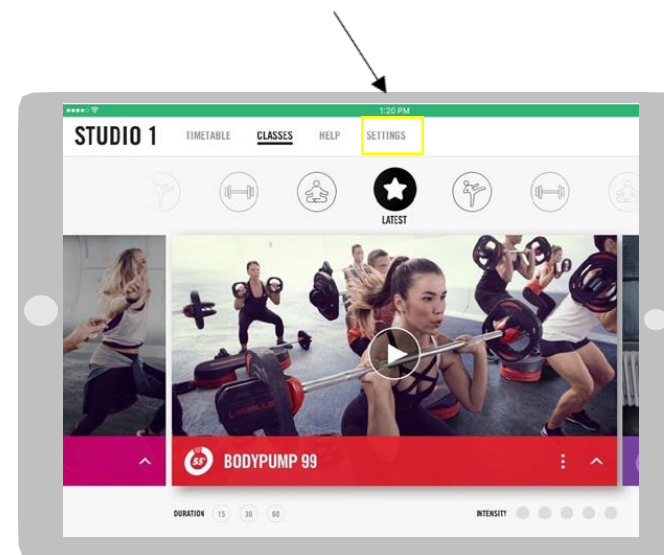
HOW TO USE THE VIRTUAL APP

SETTINGS WITHIN ADMIN MODE

Device settings> to disable auto lock, change your admin code, enable External Screen-Saver, enable 'Always On-Demand', change the navigation of the Timetable and Classes screen.

Automation> to enable automation (refer to AV Guide)

Manage Downloads > to check the status of your downloads and schedule downloads to occur during off-peak periods

EULA> terms and conditions for the APP.

Version> to see your version number.

Account > your username.

Login with my new password > If your has been changed online with the Scheduler you need to Re-login with your new password on the APP via this button.

The Padlock on the APP will also change to red indicating the password has been changed. When the Padlock is touched a pop up message will appear 'This iPad isn't synced anymore with your web scheduler'. This is where you can login using the new password on the APP.
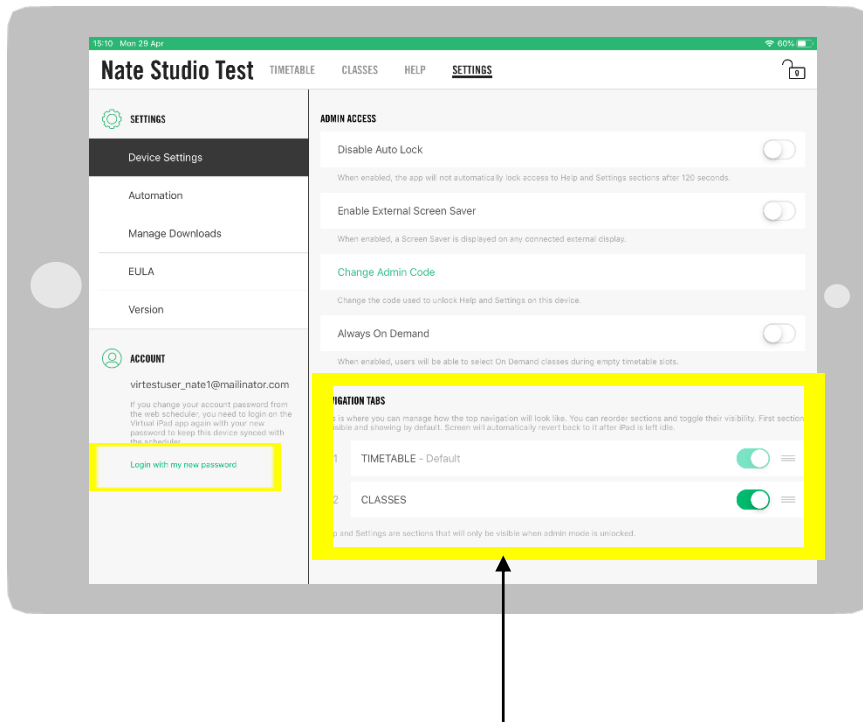
Partners can customise the layout of the navigation screens on the APP depending on their requirements.
A Club not running a timetable for example can disable this screen and just have the Classes screen visible.
To make invisible either the Timetable or Classes screen turn the Green toggle to Grey.
To change the order (priority) of the screens – hold down the 3 grey lines to the right of the toggle buttons and slide the Tab up or down into position 1 or 2.
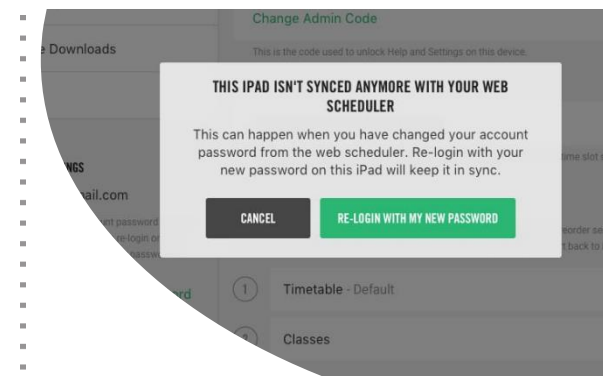
HOW TO USE THE VIRTUAL APP
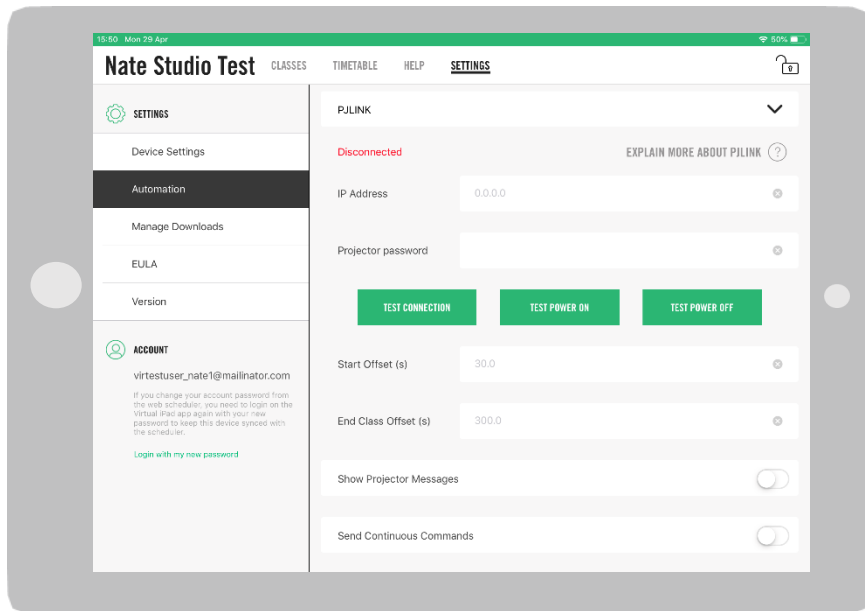
SETTINGS WITHIN ADMIN MODE (AUTOMATION)

Automation refers to lights diming, blinds closing, audio set to the correct volume and input and projector screens coming down.

Automation is tricky and we strongly recommend contacting an experienced AV partner who can guide you through an installation that is tailored to your studio and equipment.

The LES MILLS Virtual iPad sends automation commands using the PJ LINK protocol, TCP and UDP a common communication method used by most projectors and uses the WIFI LAN network to send and receive automation commands.

Class start: PJ LINK PWR 1 TCP message over WIFI

Class start: PJ LINK PPWR 0 TCP message over WIFI

Please note: A projector compatible with PJ LINK is mandatory

Please refer to AV Guide for more information on Automation

This is where you can schedule downloads to occur during off-peak periods

HOW TO USE THE VIRTUAL APP

SETTINGS WITHIN ADMIN MODE (MANAGE DOWNLOADS)

This screen is where you can check the status of your downloads. Quarterly releases will appear here and download automatically provided your iPad is connected to WIFI.

The screen below shows two tabs 'Downloading in Progress' and 'Downloaded'

On the Downloading in Progress tab – greyed out programs indicates they are yet to download.

If you can see the size of the file, the release has downloaded
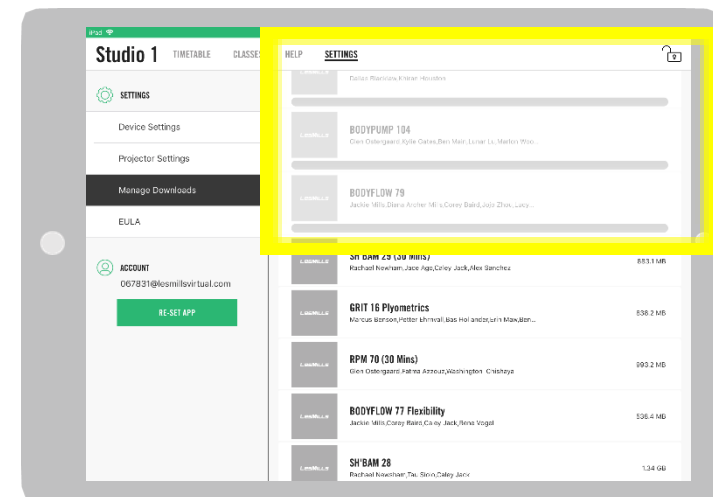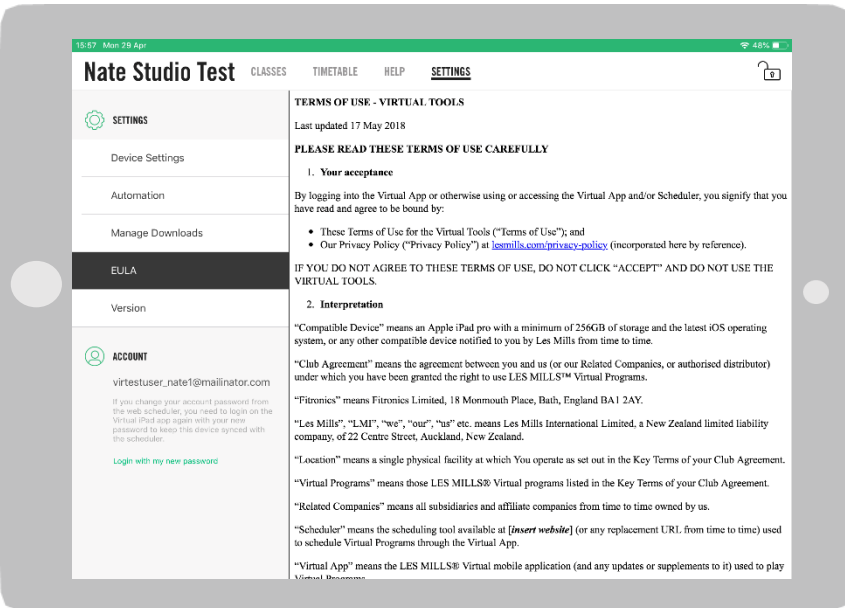
HOW TO USE THE VIRTUAL APP

SETTINGS WITHIN ADMIN MODE (EULA and VERSION)

EULA – End User Licence Agreement. These are the terms and conditions of the APP for reference purposes.

VERSION – this screen provides two pieces of information for reference purposes and may be required when accessing the support desk:
Version: the version of the APP
Device ID: this is the iPad's unique code
Permitted Languages: this shows the languages available within your country on the APP
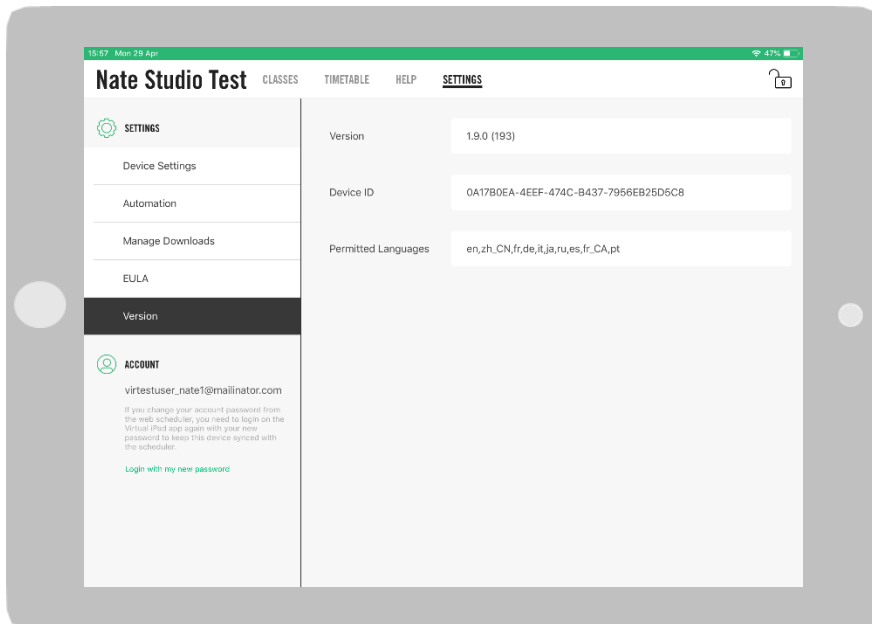
HOW TO USE THE VIRTUAL APP

HELP WITHIN ADMIN MODE

Nothing can be changed on this menu via the APP, however you can add detail via the online scheduler by clicking Settings/Help. The example to the right has the LES MILLS website address, AV contact details, global helpdesk URL and local LES MILLS office number, all useful information for staff members.
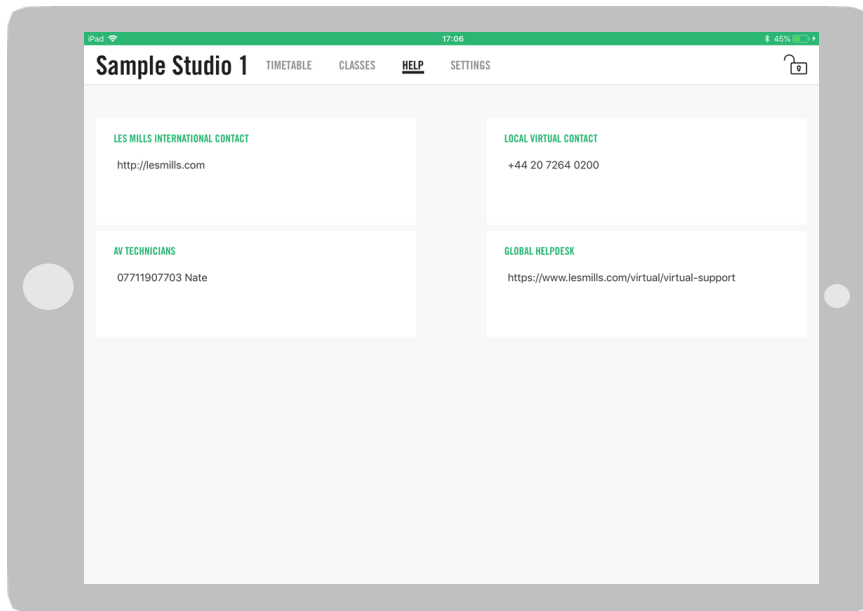
VIRTUAL LAUNCH TIMELINE

Week 1	Agreement Signed and launch timings confirmed
Week 2	LES MILLS systems setup, AV and hardware purchase
Week 3	APP login provided/Content available for download
Week 4	Content download, schedule build commences
Week 5	AV & Hardware installed within studio, site testing commences
Week 6	Team training, test classes run
Week 7	Team training, Test classes run, Coming soon marketing starts
Week 8	Soft launch in club, marketing campaign begins
Week 9	Launch of Virtual within club, marketing campaign peaks
Week 10	Marketing continues, operational review
Week 11	Marketing continues
Week 12	Marketing continues

TARGETS AND GOALS

Setting Goals

Establish your Big Hairy Audacious Goal (BHAG)

How many people can you get moving every week with group fitness?
Setting goals for your group fitness attendance is a must! Giving your team a target motivates and inspires them and gives them a sense of what's possible. From a business perspective you can plan your expenditure and prioritize your action plan based on the growth you expect to see within your club.
Setting smaller goals on the way to your BHAG provides you with a useful measuring stick for progress. How do you know people love our classes? They vote with their feet. Having a target for group fitness keeps you focused on delivering great classes right across your schedule/ Classes that members love and attend regularly.
Your goal could also be not about attendance for Virtual but how many classes you schedule, member satisfaction or services offered to members.

What's your BHAG?
Big Hairy Audacious Goal

How many weekly group fitness visits do you think you could achieve in three to five years if your instructors were delivering the best experience and you had the right Virtual classes scheduled?

What's your current group fitness weekly attendance?

% group fitness visits to total club visits

Size of the Prize - Potential additional annual revenue.
A. BHAG **B.** Actual attendance
C. Difference between A-B / 2.5 x $

MAKING THE MOST OF YOUR SCHEDULE

The ultimate benchmark of a schedule is the number of people it draws in.

How many classes should you launch with?

- Where are the best time slots on your schedule to introduce these?

- Always measure success by how many people are moving every week. Position new program(s) in your schedule to amplify pulling power and increase class attendance numbers.

- With LES MILLS Virtual you can give members the opportunity to attend their choice of group fitness classes, at times that are convenient to them, including off-peak. Keep this benefit top of mind when scheduling your classes.

- Your first decision will be deciding how many classes to schedule – and our advice would be just go for it! There are some suggestions below based on our global insights.

- Remember, the cost of LES MILLS Virtual is fixed and there is no instructor cost so the cost per class actually reduces with every class you add.

- On your timetable, clearly distinguish between LIVE and VIRTUAL classes by using the specific LES MILLS Virtual program logos. This will make it clear to members which classes are scheduled.

If you're using LES MILLS Virtual to enhance your live offering, think about;

- Providing a Virtual class whenever you don't have a live one.
- Using LES MILLS Virtual as a cost effective alternative to canceling poor attended live classes.
- Using your virtual offer to enhance your live one by scheduling classes on either side of your main group fitness timetable. For example, if your live class schedule starts with BODYPUMP at 4.30pm, try a virtual BODYCOMBAT or SH'BAM beforehand. If you normally finish with a live SH'BAM class at 8pm, try complementing this with a virtual BODYPUMP or BODYFLOW afterwards.
- The express format of classes (30-minute) work very well as complementary workouts for example a member can follow a 30-minute cardio session on the treadmill with a 30-minute CXWORX, BODYPUMP or BODYFLOW workout. If you have a smaller studio or workout space you might want to schedule more express classes, so the turnover will be faster. They also work well in peak times to cater for working people to get in and out quickly.
- Variety is also important: if you run several classes of the same program across a week, mix this up by featuring different releases in the same time-slot. On the scheduler you can choose to schedule a 'new release', 'back catalogue' or 'specific' release, this means you can offer variety across the schedule.

- Minimum class launch number is 25 per week.
- Maximise all programmes purchased, should be timetabled unless equipment is unavailable.
- Allow a 5min gap between classes starting.
- Schedule different length classes to fit around other activities in the cent such as swimming lessons or kids clubs.
- Participation is key, how will your timetable drive member participation?
- Keep some timeslots free during the day for studio cleaning and maintenance.
- If you offer Virtual On-demand classes leave space on the timetable for members to be able to use this functionality. Some facilities create a 'sup off peak' time zone which would be those times that are really quiet and Virtual On-demand works well in this zone.

TIP: Remember to establish and monitor your goals and the targets you set for your LES MILLS Virtual classes, get feedback from members so you can continually adjust and improve your timetable.

GLOBAL INSIGHTS ON SCHEDULING APPROACH

	WHEN TO SCHEDULE/HOW OFTEN
LesMills BODYFLOW	BODYFLOW: Has broad appeal & works across timeslots. Schedule a variety of releases & variety of duration formats (30, 45 and 55 minute formats available).
LesMills BODYCOMBAT	BODYCOMBAT: Has broad appeal & works across timeslots. Schedule a variety of releases & variety of duration formats (30, 45 and 55 minute formats available).
LesMills BODYPUMP	BODYPUMP: Has broad appeal & works across timeslots. Schedule a variety of releases & variety of duration formats (30, 45 and 55 minute formats available).
LesMills SH'BAM	Attracts maximum numbers when scheduled during peak and shoulder times. 5-7 times per week for live and at least double this again for Virtual.
LesMills CXWORX	CXWORX: will fatigue participants core muscles. Following a CXWORX class they may not be able to safely support weight bearing exercises afterwards. Avoid running strength classes afterwards.

The ideal number of each class depends on your club's positioning on the Consumer Matrix Analysis model and on your goals.

GLOBAL INSIGHTS ON SCHEDULING APPROACH

	WHEN TO SCHEDULE/HOW OFTEN
LesMills GRIT	GRIT: Features three unique 30-minute high-intensity interval training workouts, each offering distinct training benefits. Program all 3 for maximum training benefits • LES MILLS GRIT Strength • LES MILLS GRIT Plyo • LES MILLS GRIT Cardio
LesMills RPM	RPM: Mix between full length and 30 minute durations. Shorter durations can work well in busier times.
LesMills THE TRIP	THE TRIP: Because of its exertainment nature, we recommend classes run at peak times and times popular with young 'party' people; eg. evenings and late afternoons in the weekend. Start with one class per day to build demand.
LesMills sprint	SPRINT: We recommend heavy use of this class on your schedule. Up to 50% of your live cycle timetable, 20 times per week. SPRINT attracts high numbers across all time slots.

The ideal number of each class depends on your club's positioning on the Consumer Matrix Analysis model and on your goals.

CONSUMER SEGMENTATION GUIDE

Are you adding a new program to satisfy and keep your current target market or are you aiming to attract a different market segment with a fresh program offering?

How many classes should you start with?
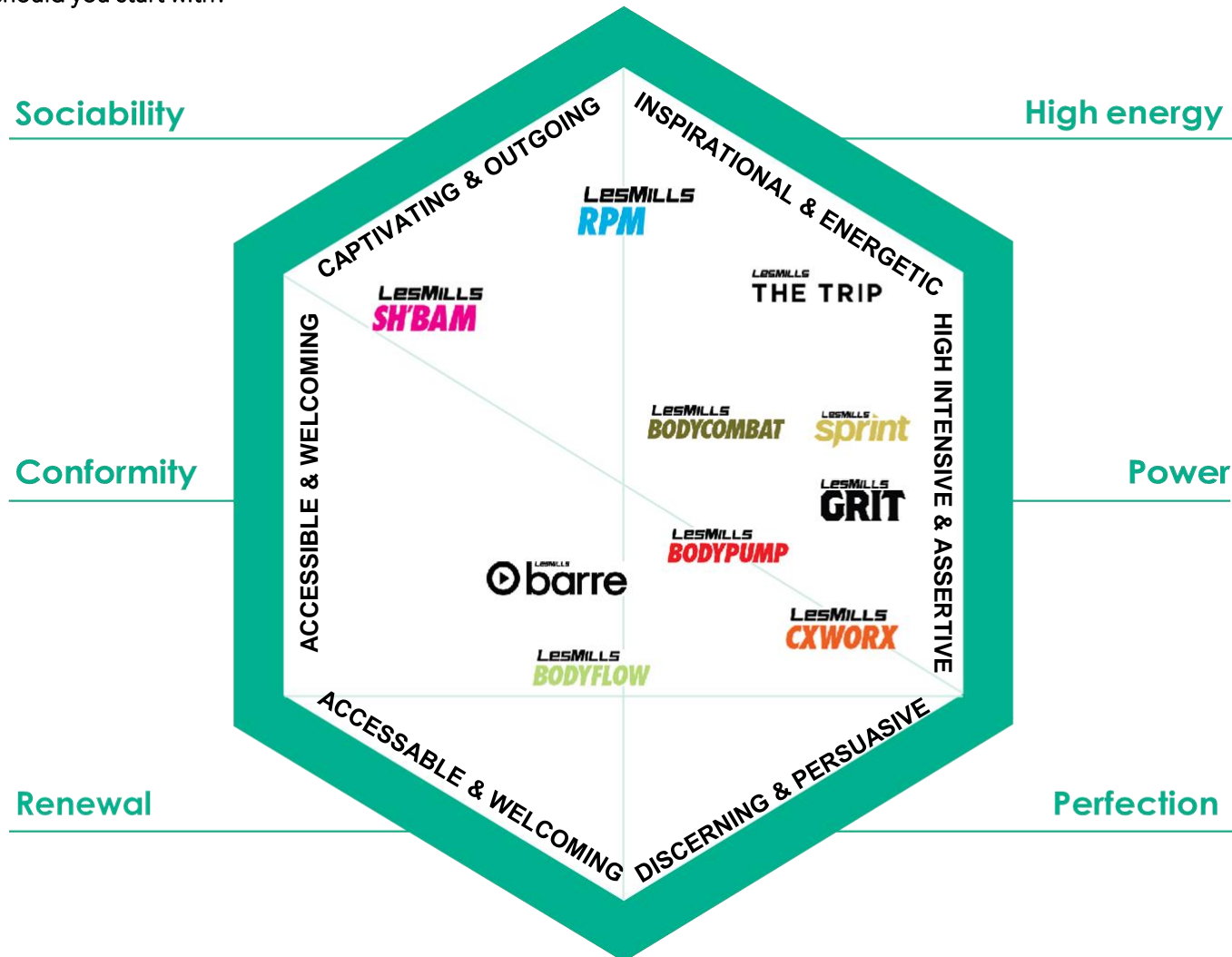
TIPS AND TRICKS

1. Offering huge variety doesn't lead to big attendance numbers.
Typically, two to five core programs attract nearly 80% of the weekly attendance. Offering a total of 8-10 programs is a good number to optimize attendance. You can complement your core programs with a few specialty ones to ensure you offer enough variety and options.

2. Aim to offer cardio, strength/toning and mind body/flexibly training options in every two-hour time slot.
These are the types of activities people need in their training plan to successfully sustain an exercise habit. Having a balanced schedule really helps membership sales and retention. HIIT programming during peak and shoulders times will attract millennials to your facility.

3. Consider giving priority to the 30-minute class format especially during peak times.
Replacing longer classes with two 30-minute classes back- to-back will add a lot more classes to your offering without putting too much pressure studio (capacity) and double the number of members you can service in an hour – a strategy that is important at peak times.

4. Once you've identified your core programs allocate at least 70% of your schedule to them.
Schedule them across all time slots and give them priority in peak and shoulders, Virtual will support this and mean you can offer a broader, deeper timetable.

5. Any LIVE class only scheduled 1-2 times a week can be supported by Virtual to increase the number.
This helps create exercise habits for your members.

6. Complement your core and specialty programs with a small number of service classes, such as 30 minute introductory/ beginners' classes.

7. Aim for 100% overall usage of your room to optimise the real estate cost
Have LIVE classes 70% of the time and then introduce Virtual exercise in the group fitness room as a cost-effective usage solution to get to 100% capacity..

8. Your specialty programs shouldn't occupy more than 20% of your schedule.
Don't schedule them at peak time slots. They can be good crowd pullers at shoulder and off-peak times.

9. Choose your class format: 60 minutes, 45 minutes or 30 minutes.

10. Scheduling beginner classes on the weekend is a good use of the timetable
Don't forget to mention these are scheduled to members during their induction.

TRAINING YOUR TEAM

KNOW YOUR STUFF… AND MAKE SURE YOUR STAFF KNOW IT TOO
Educate your team!

Getting everyone in your team excited about LES MILLS Virtual and equipped to recommend classes to your prospects and members is a critical component in your launch plan.
Everyone in your team – from your membership, front-desk, gym-floor staff, instructors and even the cleaners should be able to talk knowledgeably about LES MILLS Virtual and be able to 'sell' it by recommendation. Get everyone involved, get the team to all do some classes together as a team builder and knowledge session. You cannot recommend something if you have not tried it.

LES MILLS VIRTUAL INTRODUCTORY WORKSHOP 2 HOURS
- An introduction to LES MILLS Virtual including why you've introduced it, what it is and how it works
- Your long and short term goals and the launch timeline
- Do a 30-minute class or try a Beginner Class in this session and encourage/ plan more classes over your soft launch period
- Running the four recommended product knowledge drills (see Best-Practice Basics later in this guide)
- How to talk about LES MILLS Virtual and each LES MILLS program available on the schedule to new and existing members, making sure your staff are geared up to recommend the new offering to members
- An opportunity for staff to ask questions

ANSWERING QUESTIONS FROM YOUR TEAM EFFECTIVELY

The best way experience it, so kick off your meeting by introducing your goals and by getting everyone involved in a class straight away.

It's a great idea to have as much marketing materials available as possible to share with your team members, and also to share any trailers or video clips you have from your LES MILLS team that explain the power and potential of LES MILLS Virtual.

Change can be challenging, and you may find that a few of your instructors have some initial resistance to LES MILLS Virtual.

You may find it useful to;

1. Understand Les Mills and the key benefits of the program for members e.g. Why does BODYPUMP work?

2. Understand why Virtual is beneficial for your members? How can it help make reaching their goals easier?

3. What will Virtual add to your club? Why is it a great USP for you? How can it help with class cover and budget restraints?

4. How will you communicate these benefits to existing members? New members? What about prospects?

ANSWERING QUESTIONS FROM YOUR TEAM EFFECTIVELY

HOW CAN YOU GUARANTEE SAFETY IN A LES MILLS VIRTUAL CLASS?

Safety is of paramount importance and all LES MILLS Virtual classes provide participants with proper safety and technique instructions. In fact in some cases they'll probably receive more guidance than when they train alone on the gym floor.

There are also LES MILLS Virtual Beginner Classes for each program, these can be scheduled or made available on your website or through Virtual on-demand for members to work through all the moves in a safe and controlled way before completing a class. You cannot recommend something if you have not tried it.

HOW DO YOU KNOW THAT VIRTUAL WORKOUTS WON'T REDUCE LIVE CLASS NUMBERS?

We know that nothing beats the live Les Mills experience. Only the live classes feature all the very latest choreography and music, and provide unique motivating energy and one- on-one connection that come from having an instructor in the room with you.

However, LES MILLS Virtual workouts are the very next best thing to live classes. Our testing and knowledge from offering virtual classes over a number of years has shown virtual classes attract newcomers to group fitness and help to increase live class numbers. We also see globally a trend in clubs changing popular virtual classes to live classes, but have not experienced the other way around.

ANSWERING QUESTIONS FROM YOUR TEAM EFFECTIVELY

WON'T LES MILLS VIRTUAL MAKE INSTRUCTORS REDUNDANT? WHY BOTHER TRAINING HARD WHEN WE CAN SIMPLY BE REPLACED BY A TV SCREEN?

Instructors are at the heart of the Les Mills business. Instructors will always be hugely important part of our tribe – we simply couldn't do what we do without them. Hundreds of people love live LES MILLS classes because of the passion and excitement instructors bring to the experience.

LES MILLS Virtual just provides us with a way of running group fitness exercise outside peak times, and/or when instructors are not available.

WHAT SHOULD I TELL MY CLASSES ABOUT LES MILLS VIRTUAL?

LES MILLS Virtual classes are movie-like versions of our live group fitness classes – and members can attend them when there are no live classes on the timetable at times to suit their lifestyles. LES MILLS Virtual classes are designed for people who cannot get access to our live classes or who want to get a 'taste' of a LES MILLS class before taking a live class with an instructor. The classes are played on a big screen, with dimmed lighting and pumping sound, and are led on screen by the people who actually choreograph the classes.

There are a variety of virtual programs and class durations available, so check the club's timetable for details and give it a go!

After your initial meeting you can keep updating your team with relevant information about how your LES MILLS Virtual launch is progressing. The more informed your team members are, the more engaged they become and the better they will be at recommending and promoting the classes.

Remember to include all your team members in the training, to make sure everyone is on board with the launch of new classes.

MARKETING & COMMUNICATIONS
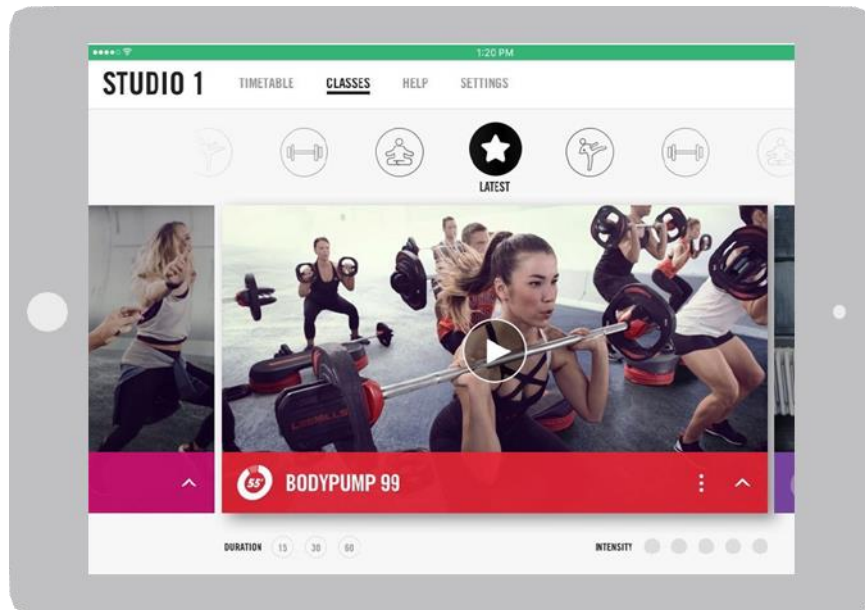
Marketing ideas and tips to engage your community and members and continue to keep them engaged

Spread the word & push play
Want to have plenty of participants at your LES MILLS Virtual classes? Make some noise! Success with LES MILLS Virtual relies on building up the highest possible level of interest both within and outside your facility. You need to establish real momentum from the start, and then maintain it, to constantly grow your pulling power.

You can't sell a secret
Tell everyone in your club, their friends and prospective members about your new programs.

Make the most of your co-branding with the global leader in group fitness
Use professional and inspiring marketing to launch your programs and promote them on an on-going basis.

Work with your team members and your LES MILLS team to establish the best promotional activities for your club. Here are a few suggestions to get you started…

MAKE SURE YOU TELL ALL YOUR MEMBERS ABOUT LES MILLS VIRTUAL

Communicate on your website, using an email, your club newsletter, via social media or better still using all four. Here's some suggested text;

Sites with live group fitness offering
Can't always make it to your favourite fitness class? Thanks to LES MILLS Virtual, now you can!
Featuring the chart-topping music, leading-edge choreography and world class instructors that LES MILLS classes are famous for, these video-based classes provide an amazing workout when there are no live classes on the timetable.
LES MILLS Virtual workouts are played with the instructor up close and personal on the big screen. Dimmed lighting, pumping sound, and motivation from the hottest instructors on the planet create a truly inspiring atmosphere that will achieve amazing results.

If your facility is pre-scheduling classes;
Check out the timetable to find out when you can experience LES MILLS Virtual.

If your facility is offering on-demand classes
You can do a LES MILLS Virtual class anytime you like. Whether it's a Les Mills BODYCOMBAT, BODYBALANCE/BODYFLOW, BODYPUMP, CXWORX, SH'BAM, RPM, Sprint, The Trip Virtual, LES MILLS GRIT, LES MILLS Barre or Born To Move workout you're after, simply visit reception and we'll get you setup.

VIRTUAL LAUNCH STEPS

M	T	W	T	F	S	S
				Social Post: **Coming Soon**		**Install / set-up:** Posters, wallpapers, tent cards, banners **Email:** Launch
Social Video Post: More Classes	Instructor hosted class	Social Post: **Try Virtual** Instructor hosted class	Instructor hosted class	Social Post: Instructor hosted class	Virtual Premiere Event	
Email: **Unmissable Fitness**	Social Post: Peak Performance		Social Post: **Unmissable Fitness**		Social Post: **Never miss a class again**	
Email: **Want more?**	Social Video Post: **Want more?**		Social Post: **First Time or Full Time**		Social Post: **Change it up**	

	OBJECTIVE	MESSAGE
PRIOR TO THE EVENT	Make sure everone in the club knows about LES MILLS VIRTUAL	VIRTUAL LAUNCHES NEXT WEEK • 100 more classes every week • Never miss a class again • Countdown to launch
WEEK 1	Drive trial amongst club members	TRY VIRTUAL • assisted classes • premiere • free/no cost
WEEK 2	Reinforce convenience benefits	FITNESS WHEN YOU WANT • Off peak classes • Never miss a class again • Class every hour
WEEK 3	Reinforce variety benefits	MORE OPTIONS FOR YOU • Try a different class

COUNT DOWN TO LAUNCH WITH AN INTENSIVE

TWO-WEEK IN CLUB PROMOTION

- Play the LES MILLS Virtual promotional video on your in- club screens
- Put up launch banners and posters at reception and all around the club, especially on the gym floor and cardio floor area, and place flyers in strategic high-traffic areas of your club, like reception, the changing rooms, gym floor, next to the live class timetable etc
- Put promotional stickers on the lockers, the floor and on cardio machines
- Have a countdown to launch at reception, on social media and your website and have staff wear promotional t-shirts promoting LES MILLS Virtual. Try something like; Lights, camera, active. LES MILLS Virtual. Date of launch.

COUNT DOWN TO LAUNCH WITH AN INTENSIVE

TWO-WEEK IN CLUB PROMOTION

- Make frequent in-club announcements and ensure your team encourages people to come and try it out.
- You'll know you're doing a good job when everybody in your facility is talking about LES MILLS Virtual. It should be the Number One Topic!
- At your team-training meeting, you'll have talked about the importance of staff inviting members and can build the class numbers by simply inviting people to attend with them, or recommending a particular program based on the member's own goals.
- Personal invitation and recommendation is still a really powerful way to pack classes.

ORGANISE A BIG PREMIERE EVENT.
LIGHTS, CAMERA, ACTIVE!

Consider holding a LES MILLS Virtual 'movie premiere', complete with red carpet, champagne and an amazing after-party.

- Choose a time when members and prospects are likely to be free – an evening suits the theatrical nature of the LES MILLS Virtual offering.
- An event can easily attract 5 to 10% of your members so make sure there are enough classes scheduled. To help with planning and to build anticipation, use a pre- booking system for event classes. Open booking lists two weeks before the event and make sure everyone knows they have to book to take part.
- Make the experience enjoyable for everyone – not just people taking the LES MILLS Virtual class. Involve your whole team and provide food, drinks and entertainment. This is a great opportunity to engage staff and members and show your facility at its best!

- If you're looking to secure new members go BIG with external marketing and PR – and hand out lots of free passes! Reserve 20% of the spots in each class for guests, and make sure you can call guests before hand to confirm their attendance and let them know you'll be offering a special 'event day deal' on the day.
- Invite the press and media. Virtual exercise is new enough to attract media interest and this could be a great way to get free promotion for your club.
- Take over live classes on your launch day/week, pay your instructors but get them to work the studio and coach individuals during the class, this is a good way of getting regular class goers engaged with virtual and they will keep coming back.
- Once the event has been run – review it. What worked? What didn't work? What are the learnings for your next event?

ORGANISE A BIG PREMIERE EVENT.
LIGHTS, CAMERA, ACTIVE!

- Use Les Mills' online artwork (which is free for club partners) to create promotional documents, website content and facility newsletter updates for zero additional cost.
- Forget about mailing flyers – go with social media and emails – these are very low cost (Social Media advice and tips below)
- Organise instructors to do a couple of mini- demonstrations for the public in public – after the demonstration get the instructors to hand out free class passes to attend virtual classes
- Create good business relationships in your community by offering free membership in lieu of: printing, external signage, free drinks/food at event, gifts for participants, team building, get the entire team along to try some virtual classes. Giving a well-connected local business owner a membership can create powerful word of mouth referrals for your facility but also their staff who may do a free virtual class will fall in love with them and want to join and tell their friends about it too

- Local businesses may welcome the opportunity to promote themselves at no cost to the facility in order to access a group of potential new customers. Take note of any new restaurants/cafes, sport shops, massage centers etc. and approach them. Be bold, what have you to lose? Some licensees have managed to get trips for two, or flat-screen TVs as prizes by offering local businesses representation at an event and on event marketing materials.
- Network for free coverage on local radio, TV and in newspapers. Organising charity events is always a great way of getting media coverage.
- Reward members who have referred a guest who has joined with a free month's membership.
- Plan competitions and organise raffle tickets.

LES MILLS Virtual Beginner Classes are a great way to introduce new and existing members into Group Fitness programs. Use them as part of your launch, member induction program and staff training. Encourage as many members as possible to give them a try, the more people doing Group Fitness programs within your facility, the better your results will be.

LEVERAGE SOCIAL MEDIA

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SIMPLE RULE
make your posts 80% about building relationships and providing useful content and 20% about marketing your products and events to fans/ followers.

LEVERAGE
SOCIAL MEDIA

Encourage interaction by asking questions. Posts that encourage feedback and more interaction have been proven to gain 90% more engagement (likes, comments or shares).

- Encourage members to share their goals, results, tips for success, challenges and to shout out to each other.
- Run competitions inviting guests to share their photos and comments.
- Create clubs within the clubs – set up groups based on either goals (weight loss, strength) or activities e.g. 'We love BODYPUMP'. Give responsibility to instructors and staff to run those pages.

Use a photo or video link with every post/tweet
Research shows that posts with visuals get much greater engagement, more sharing,
more likes, more interaction.
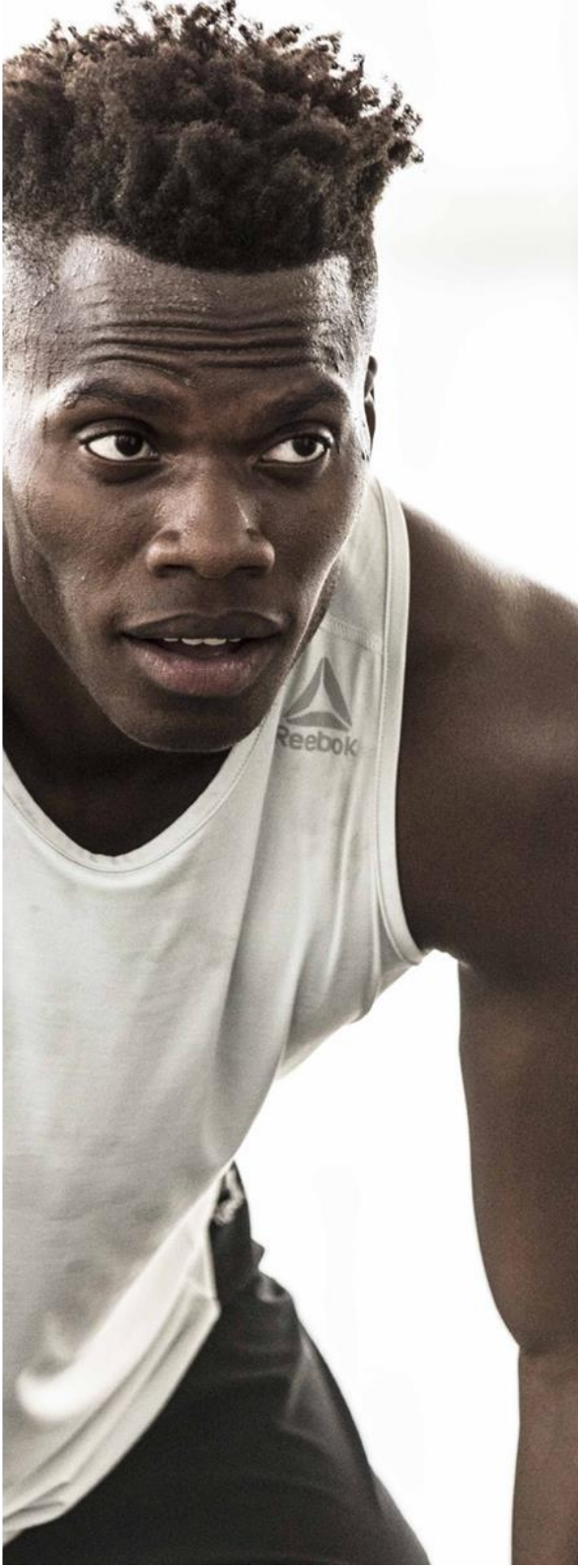
LEVERAGE SOCIAL MEDIA

Remember that people listen to what their friends like far more than advertising from companies and brands.

SOCIAL MEDIA TIPS TO GET STARTED

Get your content shared
So if you can get your social media content shared, it creates authentic recommendations about your
product, which helps drive new members through your doors. (Facebook or Twitter share button, for instance) on all your promotional emails and on your website. This will encourage people to share your content, creating viral awareness of your brand, classes and events.

Plan ahead
Allocate 30 minutes a week for planning ahead
Have a content schedule – you get half of your likes in the first three hours. Post when your customers are online so you're in their newsfeed, and don't post too frequently.
Schedule time to monitor and respond – the more interaction the better!

LEVERAGE SOCIAL MEDIA

Tailor your promotion to your target market

- Gen Y people typically think that exercise in health and fitness facilities 'lacks excitement and sociability'. You can use LES MILLS Virtual to change that.
- Promote the sociability, effectiveness, world-class quality and fun of LES MILLS classes – and that LES MILLS Virtual classes are led by the world's best. This will appeal to Gen Y people, who like authenticity and don't go for anything that seems 'fake'. They want to feel that service providers care enough about them to offer the best.
- Think about fast-paced, impatient nature of Gen Y (who want instant availability) and highlight the flexibility of LES MILLS Virtual and that they can do a variety of classes on their own terms.
- Gen Y members value honest feedback so organise a few pre- launch trial classes, record some testimonials and share them on social media
- Make it social and fun. Go big with your launch event and share lively photos on social media

- Create social spaces where members can hang out after their workout. Offer a juice bar, couches, free WIFI etc – if it's perceived to be a social spot they'll bring their friends, have fun and stay
- Provide as much information as you can. Gen Y love interactive consumer experiences and often engage in online research first. So make sure your online presence is comprehensive and consider an interactive kiosk
- Gen Y people cringe at expensive long-term contracts (72% think gym memberships are too expensive) so invite them to try a LES MILLS Virtual class and then offer them an exclusive discount or special offer. Incentivising them to bring a friend with a discount offer also works well too
- Maximise the flexibility. For example, you could offer LES MILLS Virtual memberships only. Whatever you do, try and avoid long- term commitment as Gen Y people hate feeling trapped
- Use social media as a quick and easy way to collect feedback regularly

LEVERAGE SOCIAL MEDIA

	4 WEEKS	3 WEEKS	2 WEEKS
Content	Announcement Post	Surprise Yourself [replace]	Reach New Depths [replace]
Thumbnail	[Virtual image]	[Virtual image]	[Virtual image]
Copy	[Les Mills Virtual key copy] THE TRIP 11 is coming soon to [CLUB NAME]! This new release called "Vai" (Samoan for water) includes intense interval training and stunning underwater visual effects!	[Replace text] Surprise Yourself. Increase the intensity of your workout – without even being aware of it! Latest research shows that THE TRIP's fully immersive world makes you work out harder than you realize. Stay tuned as the new release of THE TRIP is coming soon to [CLUB NAME].	[Replace text] Reach New Depths. Like the idea of pushing your limits without even thinking about it? Latest research findings indicate THE TRIP will help you meet your fitness goals. The program is so absorbing you won't realize how hard you've worked! Book your seat for the new release today. [LINK]

TRAINING DRILLS FOR YOUR TEAM

Running through these product knowledge drills will help ensure your team members are up to speed with LES MILLS Virtual and can effectively recommend it to new and existing members.

Run through features and benefits of LES MILLS Virtual with your team.

Build knowledge of these products with drills with will help ensure your team members are up to speed with LES MILLS Virtual. This will also help to ensure your teams can effectively recommend LES MILLS Virtual to existing members

DRILL 1

How to promote and recommend LES MILLS Virtual

Divide your team into three or four groups and give each group a different member scenario. eg:

- •25-year old guy who comes regularly to do weights by himself
- •45-year old woman who wants to get back into exercise but lacks self-confidence
- •35-year old lawyer who's extremely busy with work and wants to come to short workouts in the evenings

Ask staff to define how they would motivate these specific people to attend LES MILLS Virtual classes and then discuss the answers.

Repeat this same drill with the respective LES MILLS programs. For example, how would you recommend BODYPUMP to these individuals?

TRAINING DRILLS FOR YOUR TEAM

DRILL 2

(if your facility runs both live and virtual classes)

Brainstorm why someone would recommend a virtual experience over the live session, and vice versa.

The first point that comes to mind should be about availability of live classes, but it's not the only aspect to discuss.

For example, consider a 50-year old woman who lacks self-confidence. The staff may want to let her know that the 30-minute virtual options that take place in off-peak times are a great way to get a taste of the live class and usually have only a few people in each class.

This would allow the member to gain confidence first and then she might decide to attend a live session.

DRILL 3

Talking about LES MILLS Virtual

Everybody loves role play – not! But the only way to build up the ability of your team to talk about LES MILLS Virtual to members and recommend the classes to give them a chance of practice.

Put staff into pairs and have one play a member and one represent the staff members. Have them take turns recommending LES MILLS Virtual and inviting the 'member' to try a class.

Check that your team understand and can talk about the benefits of LES MILLS Virtual. The more comfortable all the team are, the more effective they will be and the better results you will experience.

FEATURES AND BENEFITS

It's important that everyone within your business understands Virtual so that they can answer a question or sell why Virtual is offered and works.

Features

- One simple APP to download

- Scheduled and Virtual On-demand options available

- Variety of program durations

- Beginners classes to get members familiar with Group Fitness

- New program releases every quarter with new music, moves and presenters

- World's best presenters every time

- Backed by science – every Les Mills program is researched and tested before it is produced

- All on the big screen in within the club

Benefits

- Offer more programs on your timetable

- Offer classes 24 hours a day utilising down time in your studios

- Supplement your Live programs with programs you may not have resource to offer

- Allow members to work out on their terms, offers more flexibility

- Takes pressure off your studios during peak, so more members can enjoy group fitness classes

- Is cost effective

- Great back up solution to Live classes

- Be able to offer more classes during public/ bank holidays

HOW TO PROMOTE AND RECOMMEND

Getting the message out there to members and prospective members is key to the success of Virtual.

Promotion

Promoting LES MILLS Virtual

- Promote internally and externally
- Use the marketing materials provided by Les Mills
- Engage your staff, members and local community
- Think of clever ways to get members participating
- Offer local businesses trials of the Virtual classes as team building exercises – a great way to not only get people using Virtual but also drive new memberships
- Be loud and proud about Virtual within your facility, work Virtual hard, make members see you have Virtual and what its all about
- Run a launch event as previously detailed in the marketing section

Recommendations

Talking about LES MILLS Virtual. The best way to get members engaged with Virtual is for other members to recommend it!

- During your soft launch get key influencers within your membership base to come and try classes – make them feel special and get them out their talking about Virtual
- Get media involved so they can do some PR
- Get your staff involved, get them all doing classes and talking about Virtual
- Engage your Personal Trainers, get them to try Virtual and suggest ways they could use Virtual as part of their business e.g. running small group training sessions with an Virtual On-demand program where they can coach the participants
- Always lead by example, members notice things, if they see staff doing Virtual this is a great recommendation in itself.

LIVE AND VIRTUAL CLASSES

Virtual is not only for facilities that don't currently offer Group Fitness classes but for those with Live classes

The best of both worlds - Maximise the timetable with Live & Virtual

- You have a fantastic studio, but the reality is there are only so many Live classes you have the resource to schedule each day

- Having a good mix of Live and Virtual on your timetable will deliver more flexibility and options

- Run Live classes during peak times and supplement these in your shoulder and off peak with Virtual

- Running classes all day will keep members engaged and members longer

- Blend your program genres to offer depth to your timetable through running classes back to back, running a Live BODYPUMP program followed by a Virtual CXWORX class will deliver results to a member if you do not have the resource to have two Live classes scheduled

- Engage your instructors to talk up the benefits of Virtual classes that you have on your timetable, this will provide credibility to your timetable

TALK THE TALK – VIRTUAL
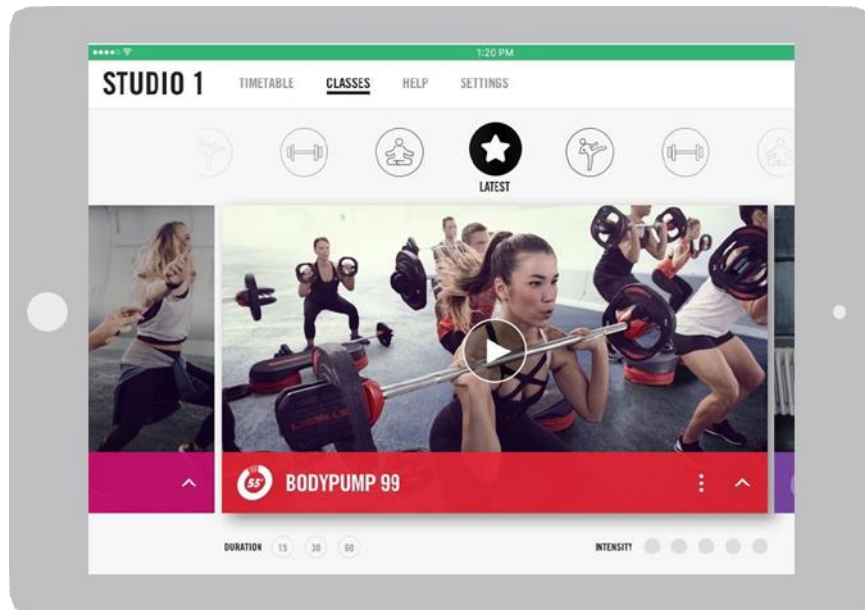
KNOW YOUR OFFER

The best thing you can do for your business is know your products, you cannot sell something if you do not know how it works and what it will do.

Make sure you and your team use Virtual, understand and can answer any questions. Les Mills will train your team and help you launch Virtual. Use the experience they offer and become a subject matter expert yourself so that you truly see results.

HEALTH & SAFETY

Keeping members safe

It is really important that member health and safety is not over-looked when you are planning your launch of on-going running of Virtual programs. Every LES MILLS Virtual program has a Health & Safety warning at he beginning of each programs for members to read.

When a new member joins your facility as part of their on-boarding or induction program, show them the Virtual studio, how the Virtual system operates and what to do in an emergency. Not only is this good for member safety but it's a great way to show them Virtual and get them engaged from the beginning and participating in Virtual group exercise classes.

For existing members – when you launch your Virtual group fitness offer, step them a mini induction, use your instructors and staff to check in with members doing the classes and give them some quick health & safety education before the classes kick off during that **first fortnight**

Warning
Participation in these exercises carries an inherent risk of physical injury - particularly if you have a history of health problems or any previous injuries. You participate at your own risk. If you are unfamiliar with the exercises in this program, contact the staff at this facility for more information before participating for the first time. To the extent permitted by law, Les Mills and its affiliates disclaim any and all liability in connection with this video and any instructions and advice provided.
All members should be guided through how Virtual works and your standard club health and safety procedures. It is important for members to understand that when working out to Virtual programs there are no instructors or staff likely to be in the studio and to keep an eye out for each other. If members see something report it and get help.

VIRTUAL CUSTOMER HELP & SUPPORT

Tel: 312-818-2271
Hours of Operation: 24/7/365

SUBMIT A SUPPORT TICKET THROUGH THE BELOW LINK 24 HOURS A DAY
https://www.lesmills.com/clubs-and-facilities/resources-support/virtual-support/