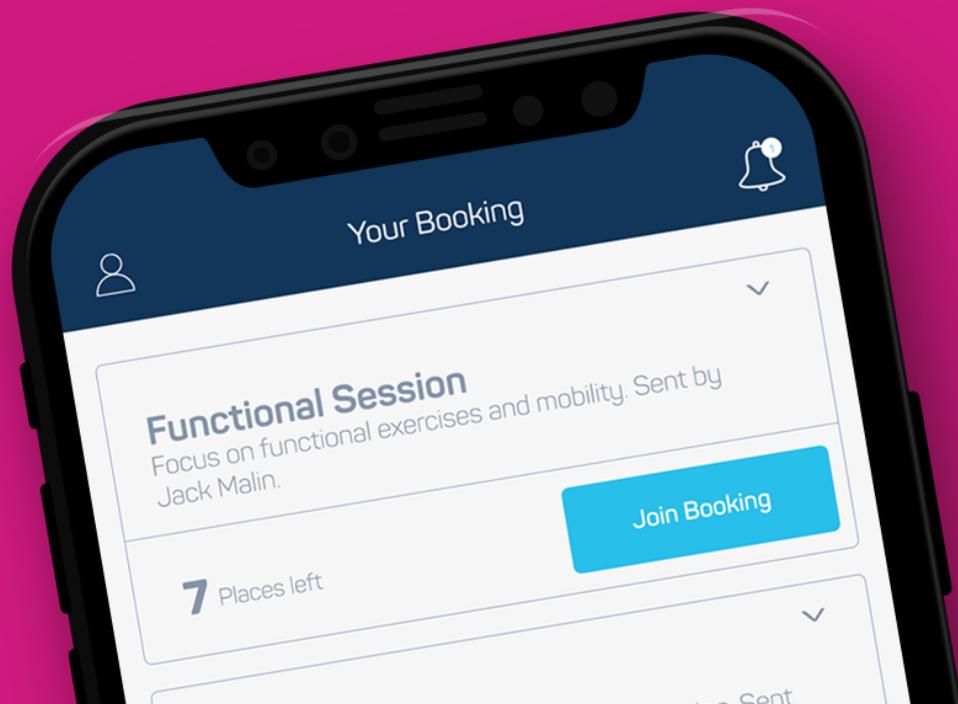




PHASE 3 EMPOWER MEMBERS

# *Activate Bookings*

*Your pre-webinar checklist*



## 1. Consider reopening with outside classes until you're allowed to officially open the gym floor to members.

	Does your gym have the space for you to offer outside classes? Is there any area nearby that you can use? (e.g. park)
	If you can offer outside classes, how many PTs do you need to cover a timetable?
	Have you heard back from members who are interested to come back? What classes are they most excited about?

## 2. Identify what's the maximum capacity of your premises ahead of your reopening date.

	If you have a single entry point, how are you planning to avoid member clusters throughout the day? If there is a second entry point, can you use it for exit only?
	How many classes can you have per day? What's the maximum number of members you can have in a single class that would allow you to follow the social distance guidance stated by the government?
	Do you need to move equipment to allow for more space between exercisers, or do you plan to block access to certain machines?
	Do you know how many people would normally visit your gym on a daily and weekly basis? Can you use existing data to anticipate gym behaviour and match your solutions accordingly?
	Do you have a capacity management strategy in place?

## 3. Be creative with your classes - see if you can match them with any of your challenges and incentives to hype up members.

	Are you introducing any challenges when you reopen? Can you include classes within one of your challenges to boost gym visits?
	Can you introduce a loyalty based incentives programme? (e.g. attend 10 classes and you'll get a branded water bottle, attend 20 classes and you'll get a branded T-shirt, etc) What's your spending budget?
	If you are using challenges to attract member attendance, what social media channel(s) will you use (Facebook, Instagram, TikTok)?
	What's the most appealing class you can think of as an exerciser? Are you offering it? If not, can you introduce it?

## 4. Transfer your strategic planning in the Bookings Calendar.

	Are you going to block time for cleaning in between classes? Is that going to affect the entire gym floor or specific areas of the gym?
	Do you plan to reduce the duration of classes to ensure less risk and reserve more time for maintaining areas and equipment clean?
	Do you have the capacity to allow for classes to start at the same time if they are happening in different areas of the gym?
	Will you reduce the number of classes with shared equipment and weights in the initial phase of reopening?



# Get Creative: Bookings

## ▶ Safety comes first

Never before have we had to close down entire countries with a multitude of businesses left in the unknown in the name of safety. Returning to our usual life pleasures is possible only because we are able to adjust to the new normal and follow safety guidelines every step of the way.

## ▶ Data can help you

Use gym attendance data to analyse pre-lockdown exercise patterns and anticipate engagement post-lockdown. Perhaps what your reopening strategy needs is different solutions for different scenarios. If you can't find the data you are looking for, our support team will be happy to assist.

## ▶ More money, more challenges?

Having a clear budget can help you plan better your challenges, but what's even more important right now is how creative with your initiatives and incentives you can get. Think about sustainability as well: what drives members not only to join a challenge, but stay engaged with it till the end.

## ▶ Make it Instagrammable

Create a buzz about your gym experiences with the help of social media. There are no better brand ambassadors than your own gym members. Hashtags and sharing class experiences are bound to drive further engagement with your challenges and boost gym attendance.

## ▶ Go big or go home

While members are surely missing the gym, they have also been exposed to a number of home alternatives for the past quarter. Make gym-going an exciting highlight of the day again and give exercisers a moment away from their screens.

## ▶ Group classes downsized

Many love the gym because it feels like joining a community with similar values and attitudes. Classes play a big part in building that sense of community, yet you might want to focus on smaller groups with smaller class duration but within a more frequent class timetable.

## ▶ Design the new normal

These unprecedented times that we have been facing together only reminds us that it's never too late to reinvent our thinking and invest in re-designing the way we do business. If not now, then when?!

