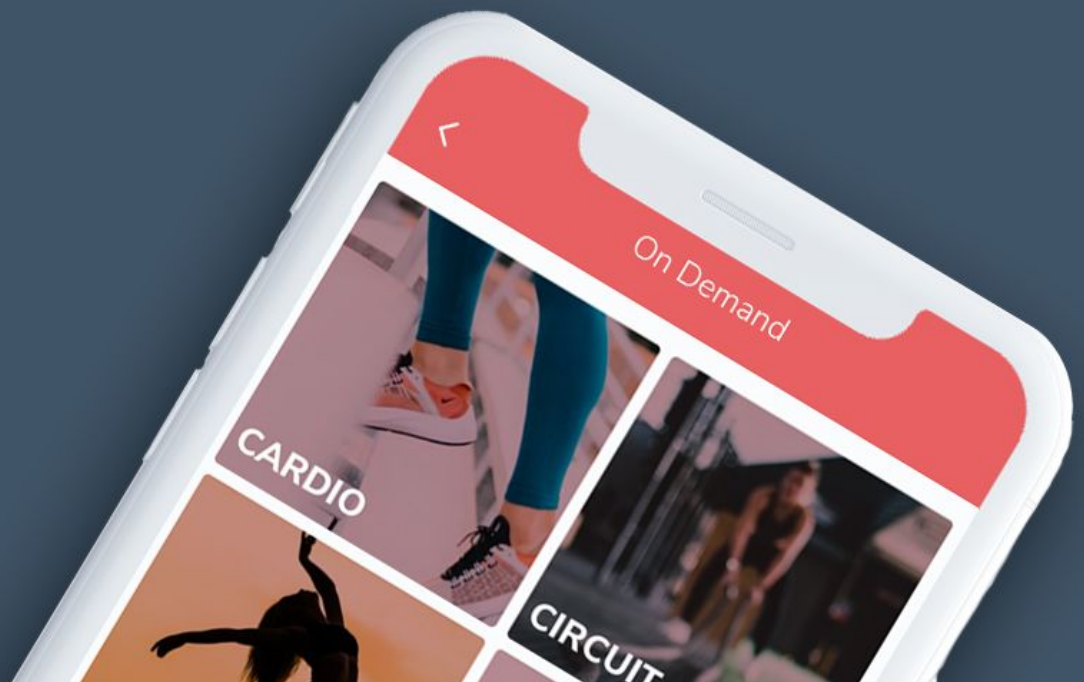




STEP 1 EDUCATE MEMBERS

Use On Demand

Your pre-webinar checklist



1. Generate a plan to reopen with 'social distancing' in place when your gym is legally allowed to.

Do you have a supply of hand sanitiser available for all entrances and exits? Have you done a deep clean of your premises?
Are you familiar with the latest government advice regarding group activities and social distancing?
Have you worked out how to minimise the risk to staff and members by introducing social distancing wherever possible? (e.g. moving equipment, placing visual markers where queues form to help people socially distance)
Are there any gym areas that need to remain closed in the initial phase of reopening due to limited space for social distancing?

2. Identify ways to reduce physical contact on your premises during the first phase of reopening.

Can you implement online joining instead of inclub signups?
Can you encourage members to bring their own bottle of water and towels in order to avoid physical interaction?
Can you offer contactless payments for any necessary inclub purchases?
Can you provide members with alternatives, such as at home workouts, at least once a week?
Do you have the space to deliver outside workouts?

3. Start to educate members on your health & safety measures as you prepare to reopen.

How is the gym experience going to change for exercisers once your gym reopens?
Have you made an inventory of all the major changes that need to be communicated to gym members?
Have you identified different ways of delivering your reopening plan to members? (e.g. email, social media, On Demand)
Are you aware of some of the concerns and objections your members might have? Can you address them?

4. Explore the possibilities of On Demand.

Have you uploaded your first On Demand video?
Have you noticed any videos perform better than others (views, likes, comments)?
Have you found any On Demand videos that you like? What makes them great?
Are you familiar with the On Demand FAQ?



FAQ: On Demand

How long should an On Demand video be?

Anything between 5 minutes and an hour. Think of the regular workout sessions with your members and try to follow your routines.

What's the best way to upload a video?

We would recommend uploading your video on YouTube. Please choose "unlisted" from the settings before you publish any video to ensure that members have access to content exclusively on the mobile app.

What if my video is too big to upload?

If you're going for a bigger video, switch off the HD option to ensure that your video stays in the maximum upload capacity which is 5GB.

Is there a limit to the On Demand videos I can upload?

No, you can upload as many videos as you want.

How can I use the Education category?

As a personal trainer you influence and educate members on a daily basis through general conversations. Try to create short informal videos, such as how to achieve a balanced diet, specific movement drills or even trainer intros and bios and they can share a knowledge tip.

Why aren't all categories appearing on the app?

If you haven't uploaded a video for each category, members will only see the available categories.

Can I respond to the comments that members add to the On Demand content?

Not at the moment, but you can track how your members are interacting with your content to focus on further engagement with more content and home based workouts.

What if my content gets negative feedback?

Don't get discouraged by dislikes or negative comments. Any feedback is a chance to hear back from your members and improve. If you think members are no longer benefiting from a particular On Demand video, you can easily disable the visibility for members on the web platform.

Can I upload Les Mills videos?

Yes, Les Mills offer free workouts on their channel on YouTube. While generally older releases, they offer a great opportunity to provide additional content to members.

How can I promote workouts at home to my exercisers?

Social media is a great way to promote On Demand content and boost mobile app downloads.

