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Fitness Pro Conventions



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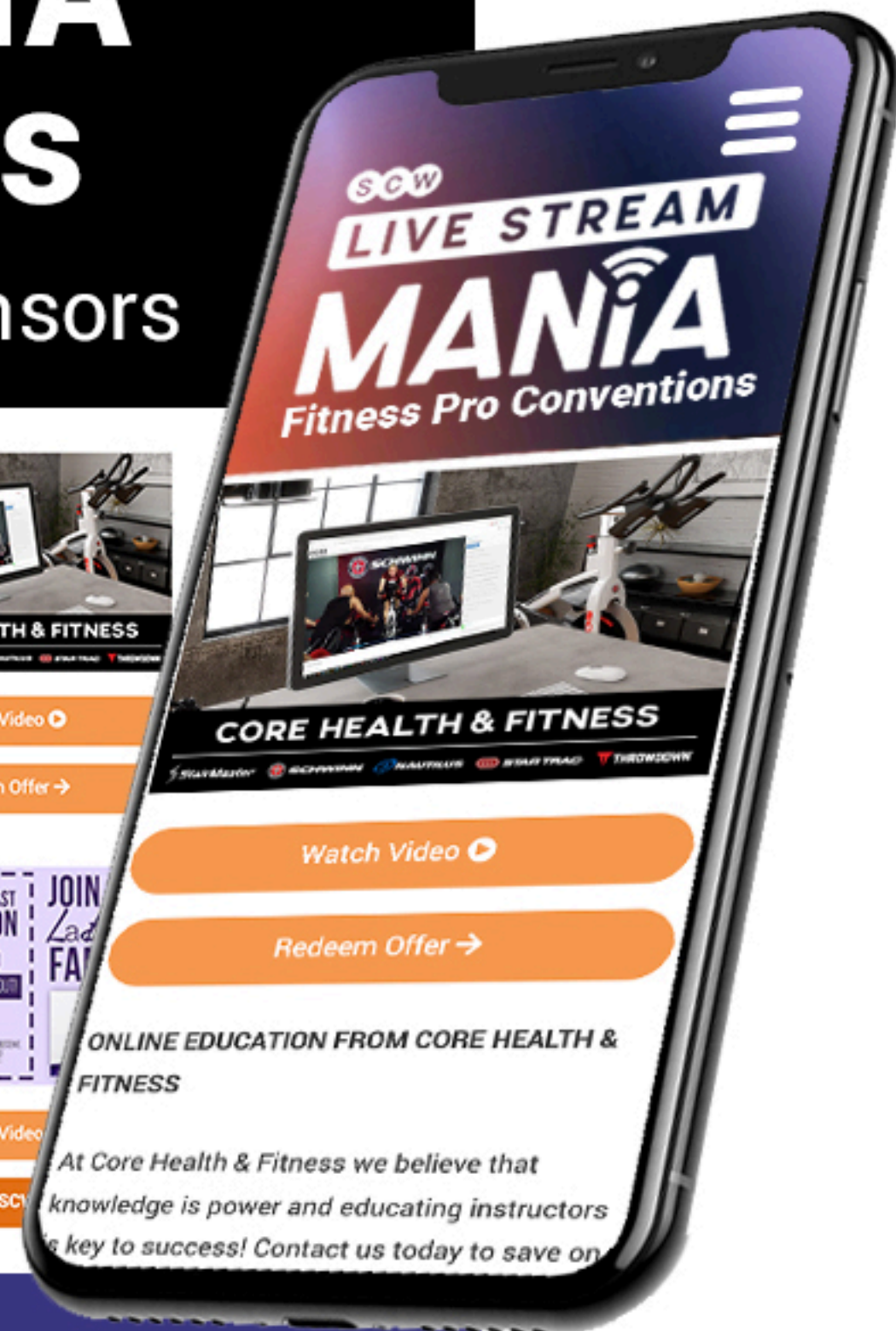
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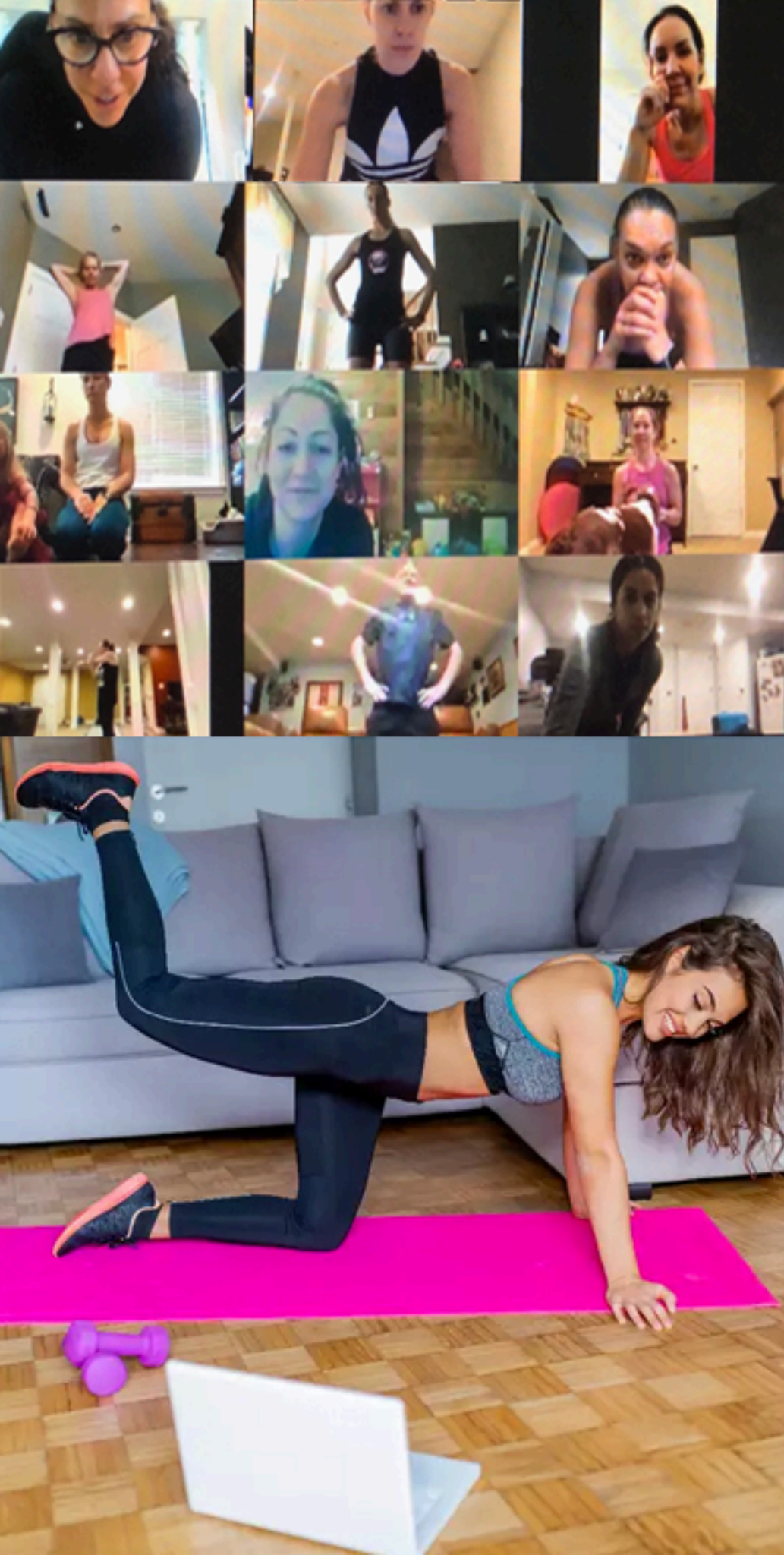


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**Fitness & Health
Topics Available**

SCW
On Demand

scwfit.com/OnDemand

- 
- 
- ACTIVE AGING
 - ACTIVE AGING NUTRITION
 - AQUA BARRE
 - AQUATIC EXERCISE
 - BARRE
 - BOXING
 - CORE TRAINING
 - FLOWING YOGA
 - FOAM ROLLING
 - FUNCTIONAL FLEXIBILITY
 - FUNCTIONAL PILATES
 - GROUP EXERCISE
 - GROUP FITNESS DIRECTOR/STUDIO OWNER
 - GROUP STEP
 - GROUP STRENGTH
 - HIIT
 - KETTLEBELL
 - KIDS IN MOTION
 - LIFESTYLE & BEHAVIORAL COACHING
 - MEDITATION
 - MIND BODY FUSION
 - MOMS IN MOTION
 - NUTRITION, HORMONES & METABOLISM
 - PERFORMANCE STABILITY TRAINING
 - PERSONAL TRAINING
 - PILATES MATWORK
 - PILATES SMALL APPARATUS
 - SMALL GROUP TRAINING
 - SOCIAL MEDIA
 - SPORTS NUTRITION
 - T'AI CHI
 - WATERINMOTION®
 - WEIGHT MANAGEMENT
 - YOGA I & II



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Virtual Training Certification



Lights



Camera



Action



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jeff howard
SCW STAR PRESENTER

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OPPORTUNITIES WITHIN THE HEALTH & FITNESS INDUSTRY

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As the world around us evolves and changes, we must not only adapt, but be looking for opportunities to thrive with our business approach and business models. Not only being relevant, but also being an integral part of our members' lives. This will determine the winners from the losers. We will discuss the macro trends occurring world-wide and the opportunities facing our industry in the near term as well as an exploration of how our near term actions can play a significant role in our success not only today and tomorrow, but ongoing.

AGENDA

Thoughts on: Trends, Technologies, Models, Consumers

- Industry Trending & Lessons from the past
- Technology
- Business Models
- Opportunities within our club/studio offerings
- Relevance & Significance
- Controllable / Non-Controllable
- Actionable Items



- Virtual / Digital
- Tele-Health / Medical
- Robotics
- Industry 4.0
- Sustainability – Low/No Carbon Economy
- Cyber Security
- E-Commerce
- Urbanization / Shift
- Consumer Priority Shift
- Responsibility / Self-Reliance
- Cost Containment



- Self Reliance
- Personal Responsibility
- Virtual Everything (Work, Medicine, Exercise, Learning/Education, Socialization...)
- Demand for Cleanliness & Space
- Personal Preparation

AVOID

- Over-Confidence
- Confirmation Bias
- Confusing Risk Management with Risk Strategy

OBJECTIVES



Level Setting:

- Where we were
- Where we are today
- What we should be thinking about in the near term
- What we should be planning for in the future



HUMAN IMPACT

Fear

- Seniors & Special Populations: Fear of Falling; Fear of lost Stamina was the norm
- Now - Fear of infection
- Vaccination considerations
- Cure/Treatment considerations
- Covid-19 Testing / Anti-Body Testing
- Jan/San considerations



PRIORITIES

People + Product + Programs + Process =
Production/Profit.

A paradigm to move forward - in this order.
People Always First!

STRATEGY



How to execute on the “new normal”

- Service
- Psychology
- Sanitation/Cleanliness
- Fitness Delivery (live & virtual)
- Wellness



EDUCATION + COMMUNICATION





GROUP EXERCISE RECOMMENDATIONS

- Reduce class offerings until the membership base recovers
 - All group exercise classes should be booked through MindBody
 - Sanitize microphone before use
 - Class size should be determined based on government guidelines with at least 6 ft radius around each participant
 - Add social distancing stickers to the floor to ensure 6 ft distancing between members
 - Ensure social distancing signage is posted
- Remove excess equipment from the studio to limit touch points
 - Add sanitation stations to the inside and outside of the studio
 - Make class announcements before and after class to wipe down equipment after use
 - Touchless interactions with members and during all group sessions
 - Windscreens should be replaced before every instructor change
 - Provide new responsibilities and expectations to each staff member



LET'S GET
stronger
TOGETHER
< 6 FEET APART >

FITNESS FLOOR RECOMMENDATIONS

- Power down and post “unplugged” signage on every other piece of cardio equipment
- Add sanitations stations with waste baskets throughout the fitness floor and give gentle reminders to members to wipe down equipment after use
- Increase equipment cleaning to a minimum of 4 times per day with focus on touch points on machines ie displays, handles, screens
- Employees use PPE while cleaning (masks and gloves)
- Touchless interactions with members and during all PT sessions
- Provide new responsibilities and expectations to each staff member



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HEADQUARTERED IN SAN FRANCISCO • OPERATING ACROSS NORTH AMERICA

THANK YOU

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