

CREATING A FITNESS FACILITY WITHOUT WALLS

RETENTION THROUGH CONNECTION



The way we 'connect' with members has changed. Jeff Esswein and Eddie Tock will examine how this has influenced our industry and provide guidance on successfully navigating these challenging times as they explore how best to create content that engages and retains your members – both those who are still active and those who have left due to the pandemic.

KEY TAKEAWAYS

1 FACILITIES WITHOUT WALLS

Don't just offer a physical location with equipment and services – connect with your members outside of your walls to provide value.

2 YOUR CONTENT REFLECTS YOUR ORGANIZATION

The content you provide your members is an extension of your facility – ensure your content's quality reflects your brand.

3 CONSIDER OUTSOURCING CONTENT CREATION

Content creation isn't a core competency of most facilities – choose a partner that can deliver the quality, quantity, and engaging content your members crave.

4 TIME IS MONEY

Your members are spending less time in your facility – pack more value into their shortened visit.

5 EXPAND YOUR GROUP STUDIO CLASSES

Although COVID has reduced the number of people in your group exercise classes, offer the engaging nature of group training virtually with content-driven equipment.

SPEAKERS



EDDIE TOCK
 REX ROUNDTABLES
 CEO



JEFF ESSWEIN
 FREEMOTION
 VP of Strategic Accounts
 & Digital Content

PHONE +1 877.363.8449 | EMAIL sales@freemotionfitness.com | WEBSITE FreemotionFitness.com

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