

# TECHNOLOGY QUICK HITS

## PART 1: THE TECHNOLOGY LANDSCAPE



CLICK TO PLAY

What are the best-practices for launching a compelling and engaging connected fitness offering? How can you successfully unite your facility with the home-gym ecosystem to enhance member connection and increase retention? Jeff Esswein and Eddie Tock will discuss why connected fitness is no longer optional for today's facilities and how to ensure yours is successful.

### KEY TAKEAWAYS

#### EMBRACING CONNECTED FITNESS IS NO LONGER OPTIONAL

To survive the pandemic and thrive in the years ahead, operators must embrace connected fitness through content-driven equipment, on-demand subscriptions, and other digital solutions to provide a seamless connected fitness experience that attracts, engages, and retains members.

#### WORKING OUT AT HOME AND IN THE GYM

More than 63% of exercisers prefer a mix of working out in a gym and at home.\* Operators who successfully integrate the technology members use at home into their facility's ecosystem – bridging the gap between these two worlds – will create a more cohesive fitness experience that drives engagement and retention

\*Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) between July 24th and July 29th, 2020

#### CREATE CLUBS WITHOUT WALLS TO STAY CONNECTED

With roughly 30% of club members still not yet returning to gyms after the pandemic,† it's essential to stay connected. Former members still want to work out, and most will welcome efforts to stay connected, especially if the facility provides value. Facilities that continue to deliver value through content will generate a higher percentage of members returning in the future.

†The Fitness Industry's Re-Awakening Post-COVID -19 prepared by ClubIntel

### SPEAKERS



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