

MAXIMIZING THE MEMBER JOURNEY THROUGH OMNICHANNEL



If you're looking for modern-day fitness game-changers, then look no further. Hear how **Dr. Jason Russell** from **Optimum Performance Sports (OPS)** embraces an omnichannel solution for his members. Working in collaboration with Freemotion From iFIT, and ROR Partners, OPS will maximize their member journey.

In this fascinating discussion between **Dr Russell, Dan Toigo** and **Jeff Esswein** from the Freemotion Team as well as ROR Partners' Executive Chairman, **Tom Lapcevic**, you will learn how gym operators can reach, motivate and support members wherever they're at.

KEY TAKEAWAYS

1 The global pandemic changed our world. There's no question. At Freemotion, we believe that it transformed our industry and allowed us to be catapulted forward at a quicker rate than we might have expected, if we'd not experienced Covid-19.

2 In March last year, Freemotion's Jeff Esswein coined the phrase - "gyms without walls" to describe how gyms closed their doors and moved to an online offering, engaging and motivating members who couldn't workout at the gym. Over the past 12 months Freemotion has been working with clients such as OPS to turn this phrase into reality.

3 Together with Freemotion Dr Jason Russell and his team looked to capitalize on the iFIT opportunity. Dan talks about why iFIT is a powerful solution for operators, showcasing the direct correlation between results for members, attrition, as well as how it motivates people to lead healthier lives. Jason then talks about how iFIT has enabled OPS to onboard and market themselves in a new and unique way. The age old issue operators see the world over is how members quickly lose interest if they don't see results! The team at OPS puts science at the heart of their onboarding program and uses hyper-personalized results and readings to prescribe the best workouts to do, integrating iFIT.

4 The omnichannel solution from iFIT allows OPS to have multiple touch points with members whether they are training in or out of the club, which is testament to a profound quote from Jeff... "The club of today is a club without walls."

5 All this combined presents a marketer's dream as Tom describes. iFIT's gamification qualities impact the desires and motivations of today's consumer.

SPEAKERS



JASON RUSSEL
OPS (Optimum Performance Sports)
Founder/Executive Director of sports Medicine



TOM LAPCEVIC
ROR PARTNERS
Executive Chairman & Co-Founder



DAN TOIGO
FREEMOTION
Senior Vice President iFIT Health & Fitness
Managing Director of Freemotion



JEFF ESSWEIN
FREEMOTION
VP of Strategic Accounts & Digital Content