



Creating World-Class Virtual Small Group Training Sessions

PRESENTED BY

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About the Speaker



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- 2019 IDEA Top Industry Contributor Award
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Learning Objectives

- Review the state of the industry.
- Recognize the reason why people like to be part of a group.
- Define the elements required to deliver a fun and engaging online training session.
- Build a virtual training session that delivers on its promise, ensuring your clients come back wanting more.







Definition of a Group

"A number of individuals assembled together, or having some unifying relationship"

Merriam Webster Online





The Power of a Group

- Sports teams
- Military
- Social support groups
- Communities of practice
- Religious congregations
- Fraternities and sororities
- Recreational groups







Why do we Join Groups?

- Sense of belonging
- Security
- Power/success
- Achieve a goal
- Status/social standing
- Self-esteem



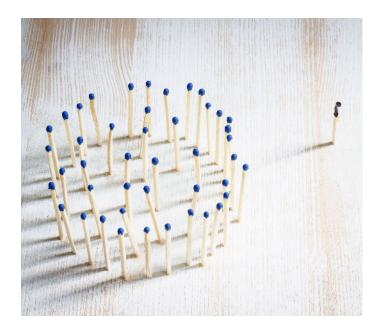




Why do we Join Groups?

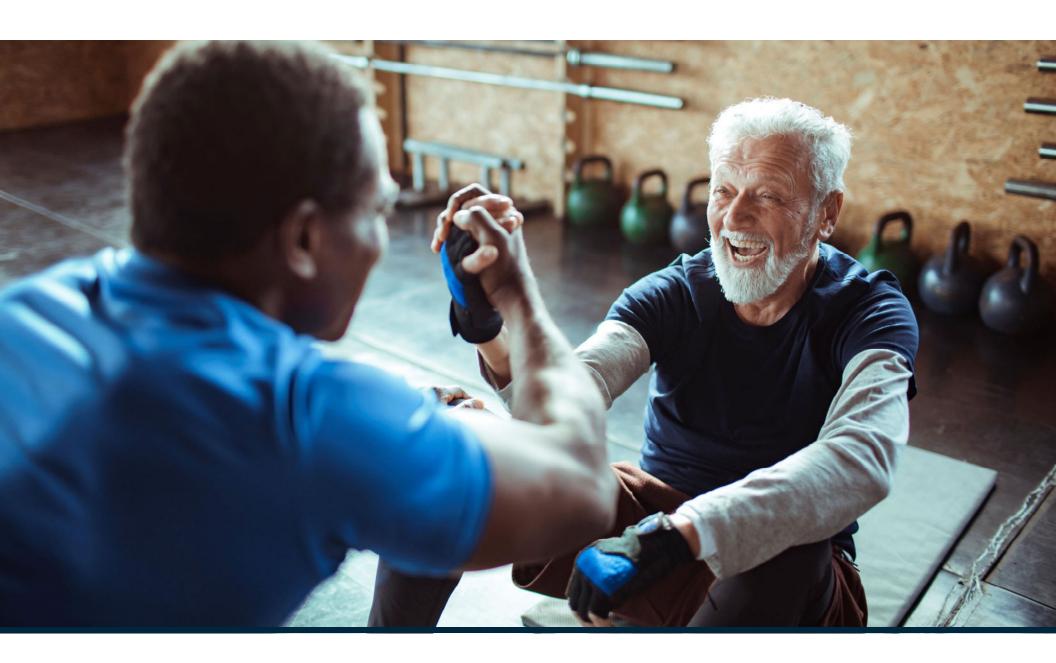
How does being in a group contribute to the success of an experience?

- Group dynamics
- Ebb and flow
- Personality of a group









Consumer Trends

- 2/3 of Americans say they are active
- Being active, mental wellness and weight loss are the goals
- Increased awareness of health and fitness by physically inactive individuals (25%)
- Increased use of home gym and online resources
- Increased usage of outdoor training spaces





Looking Towards the Future

- Corona virus is here to stay
- Disruption will continue to impact the fitness industry for at least 6-12 months
- Continued opportunities to be innovation
- More integration of digital technology





Fitness in 2022 and 2023

- A healthy lifestyle has become a priority for many
- A shift to wellness and behavior change
- Pent up demand and displaced members
- Mental health and physical wellness more recognized







World-Class Virtual Experiences

- It's all in the formula
- It's all about the member experience
- Leverage the power of the group







Type of Platform

- Video conferencing platforms Zoom, MS Teams, Skype, Webex, BlueJeans.
 GoToMeeting
 - Sometimes free, Recorded sessions need another platform to edit
- Social media platforms TikToc, Twitch, FB, Instagram, Reddit, YouTube
 - Ease of use, customer familiarity, hard to find real estate due to feeds
- Digital video platforms Vimeo OTT, Intelivideo, Uscreen
 - More costly, live and pre-recorded content, customizable and branded



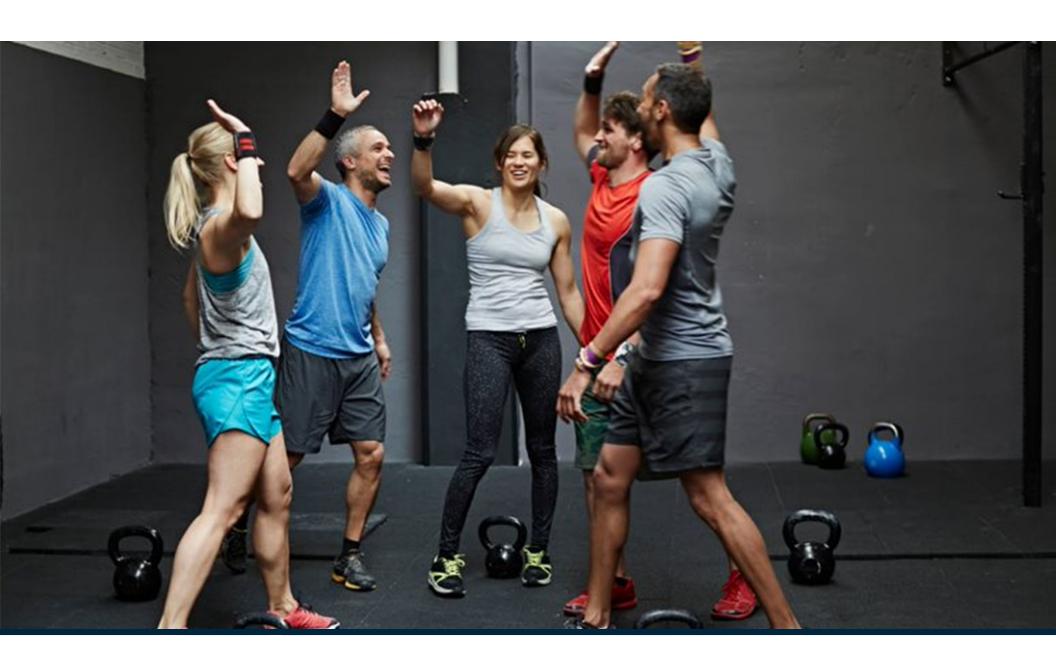


Type of Session

- Live online live streaming
 - One-way broadcast vs two-way broadcast, opportunity to connect, limited hours
- On-Demand pre-recorded
 - Higher production value, no personal connection, unlimited hours
- Hybrid some members are in-person while others are online
 - Emerging model. Capitalize on in-studio and broader reach







Setting a Virtual Stage

- Session time
- Through the looking glass
- Technical set up
- Presentation style
- The legal stuff







Creating a Virtual Session - You

- On screen Off screen
- Energy Vampire ?
- Presentation/engagement
- Client experience
- Service experience







Creating a Virtual Community

- Use names
- Who are we
- Education = Inclusion
- Chat and text
- Service experience







Five Steps to Success

- Virtual training is not in-person
- IMAX vs iPhone
- Be intentional
- Consider the power of an online community
- Create a positive experience





Next Steps

- 1. Choose a delivery platform
- 2. Practice the technical set up
- 3. Deliver and record sessions
- 4. Trial the session with clients
- 5. Solicit feedback







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Thank you



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