



RE
OPEN
FOR
A BETTER
WORLD

The Technogym
Guide to Re-opening



GET READY! AT YOUR SIDE FOR THE RE-OPENING

Wellness is a philosophy that aims to improve people's quality of life through regular physical activity, proper nutrition and a positive mental approach. This is the **mission** of Technogym. Everyday we fight against physical inactivity and everyday we are at your side. Today more than ever we can **make a difference** together.

Over this long period, we have thought about you every day, and about how to continue to guarantee you and your clients our very finest support. We have been working to offer you a **complete support** to help you plan your reopening phase. Here you can find some **practical suggestions** on layouts, guidance on **cleaning** and hygiene, digital services for **booking** and managing gym access and workout sessions, **communication** tools to help you become the reference point for the well-being of your local community.

We want to be with you, providing support, advice and services at this crucial time on how to prepare your reopening.
Let's work together for a better world.

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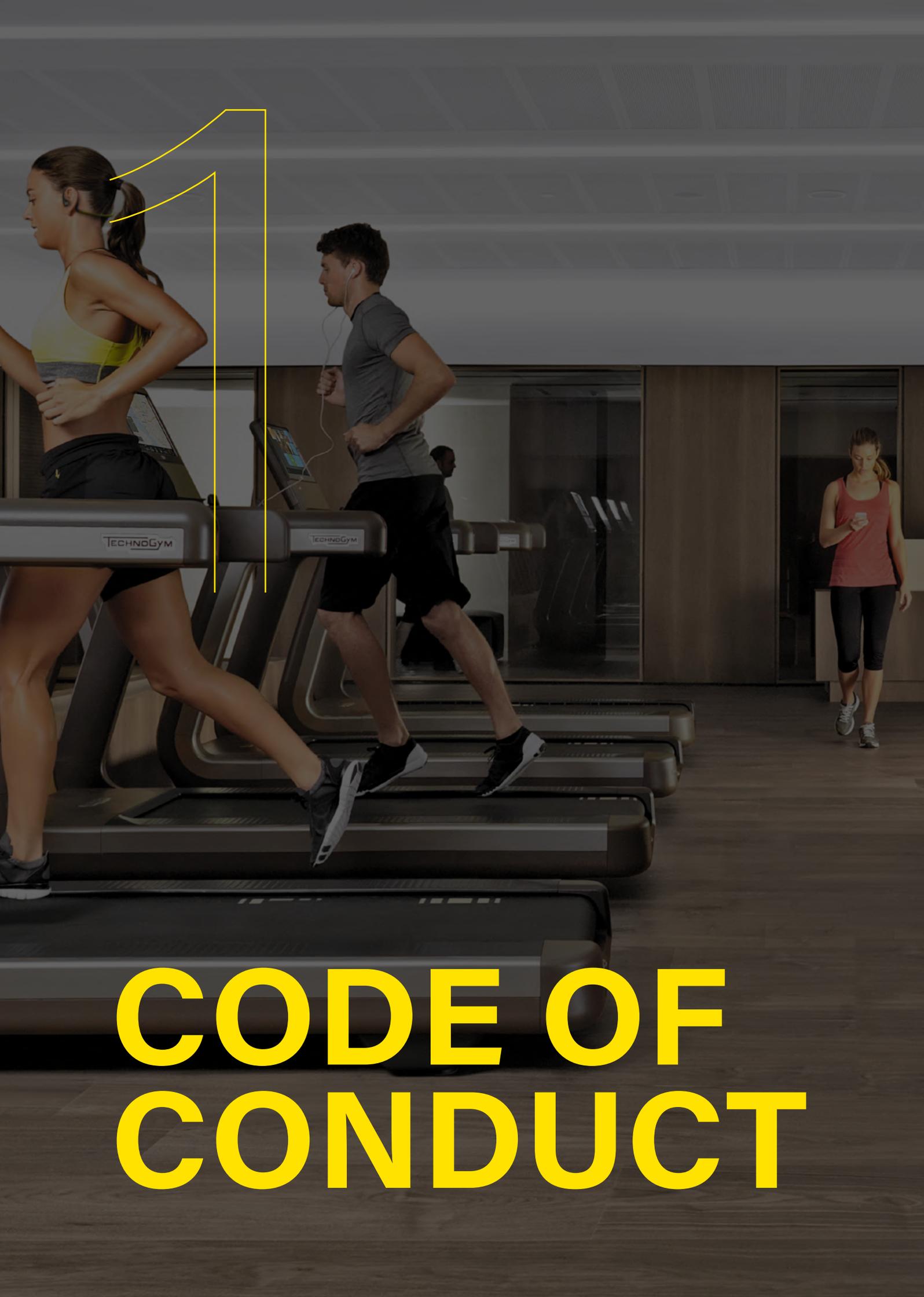
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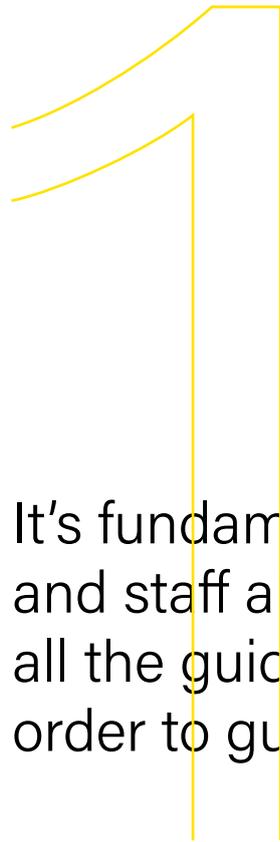
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*The guidelines described below are in no way intended to replace and/or derogate from the provisions issued by the competent authorities, but are merely intended to support the resumption of your business.

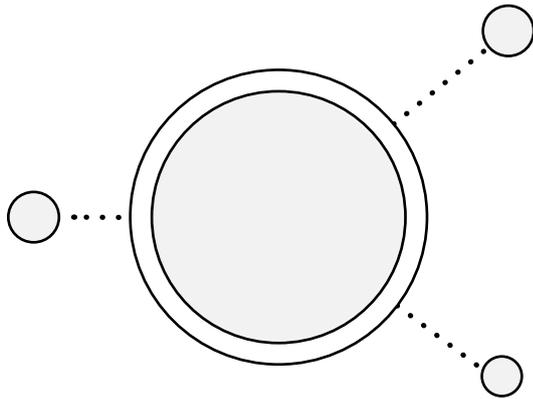


CODE OF CONDUCT

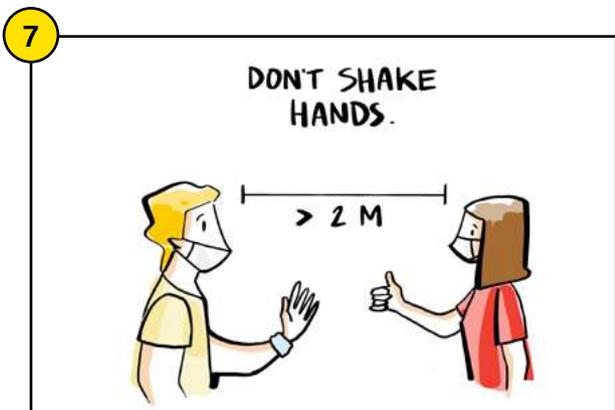
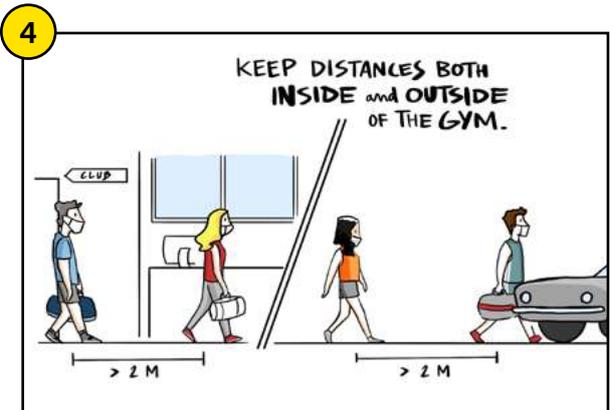
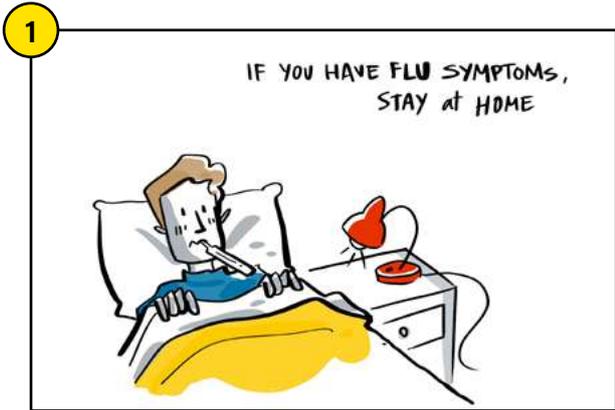


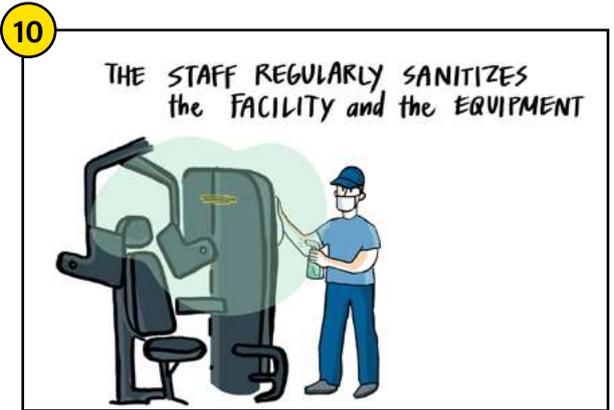
It's fundamental to inform all your members and staff about your new code of conduct and all the guidelines you adopted in your facility in order to guarantee them a safe come back.

ENGAGE YOUR MEMBERS



Engage your members in a journey to experience a great workout in total safety. Use our support materials to communicate with them in a simple and easy way. Every cartoon represents a step of a code of conduct, made to comply with the current measures in place.





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BEFORE LEAVING, REMEMBER
TO BOOK THE FIRST AVAILABLE SLOT
FOR YOUR NEXT SESSION.

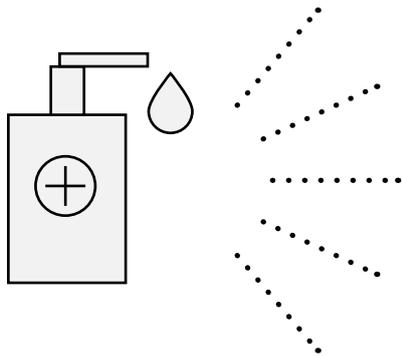


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WORK OUT FROM HOME WITH
MYWELLNESS APP TO KEEP
IN TOUCH WITH YOUR COACH



PREPARE YOUR STAFF



In the aftermath of pandemic, **keeping equipment clean and well-maintained** is more important than ever. A strong **cleaning regime** is nothing new for fitness facilities, but after lockdown, your customers will have a heightened awareness of hygiene. Make sure you have a strong regime in place across all equipment, supported by your staff. Employees will have to regularly monitor and implement cleaning guidelines. Every member of **staff** should play their part.

Receptionists

- ⇒ ensure that the entrances and exits are differentiated and accessible without the need to touch common parts;
- ⇒ encourage the use of the MyWellness App as an electronic ticket at the check-in.
- ⇒ make notices easily visible and provide sanitizing points;
- ⇒ ask people to change their shoes as soon as they arrive, thus avoiding them bringing in any residues that might cause contamination;
- ⇒ everyone has to wear facemasks on arrival, while moving around the gym and before leaving;
- ⇒ create systems that ensure the right distances between staff and clients;
- ⇒ ask for the respect of social distancing and avoid the forming of groups;
- ⇒ tell your clients about the need to book their training prior to arrival at the gym;
- ⇒ reach your clients at home, via digital media, through the MyWellness App;
- ⇒ encourage the download of the MyWellness App in order to access programs.

Personal Trainers

- ⇒ if you don't feel well, stay at home and let your doctor and your manager both know;
- ⇒ respect the hygienic precautions currently in force;
- ⇒ wear a facemask at all times and change your clothes several times a day;
- ⇒ maintain the recommended distance from clients;
- ⇒ do not share work tools and accessories if they have not first been sanitized.

Norms for suppliers

- ⇒ suppliers who access the center must be registered beforehand and observe all the precautions;
- ⇒ avoid external personnel entering the training areas.

Cleaning & sanitization

- ⇒ sanitize and clean all the areas of the Club on a daily basis;
- ⇒ turn off equipment before cleaning so as to avoid damage;
- ⇒ do not apply the spray directly onto the equipment, but use a damp cloth;
- ⇒ check that dispensers, wipes, etc. are widely distributed and are regularly topped up;
- ⇒ make disposable wipes available for the immediate cleaning of equipment after use;
- ⇒ clean in line with the precautions foreseen, using soapy water;
- ⇒ disinfect by using solutions diluted with NaClO;
- ⇒ check that employees are following the cleaning guidelines on a regular basis; every staff member must do their bit;
- ⇒ maintain the equipment in working order and in a perfect state of maintenance;
- ⇒ remove any heavy dirt before disinfecting the equipment;
- ⇒ have the air-conditioning filters checked and disinfected;
- ⇒ use fresh and pleasant scents.

Download our Cleaning and Disinfection Guidelines



Download

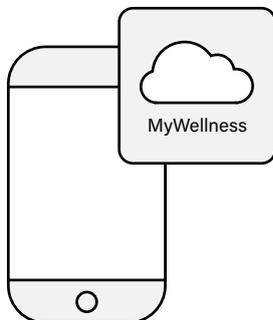


COACH

TECHNOGYM

**COMMUNICATE
WITH YOUR
MEMBERS**

GO DIGITAL



The current times have shown the power of **digital** in creating a **strong relationship with customers. MyWellness for Professionals**, the new digital suite of professional touchpoints helps you connect, coach, and engage with your customers to keep them active and motivated - and in touch with your facility and trainers.

With Technogym's MyWellness digital products, you can **maximize use** of your center, manage entrances safely and guarantee **a simple and streamlined experience** for your members.

Your customers are already used to booking their favourite group fitness classes in their preferred days and time to have a guaranteed spot.

MEMBERS JOURNEY IN THREE STEPS

1. **BOOK** Members can easily book their preferred training spot at home or on the go with the mywellness app with the guarantee of having a reserved spot.

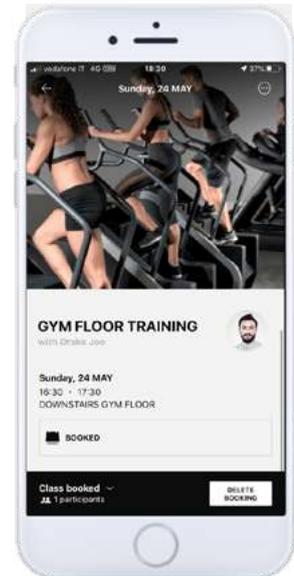
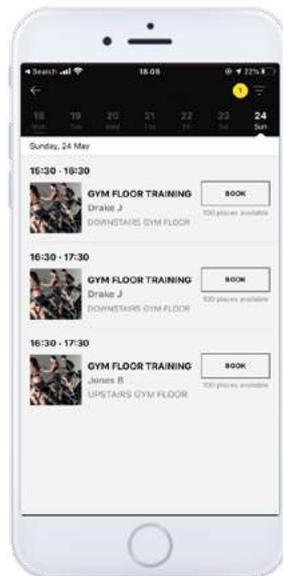
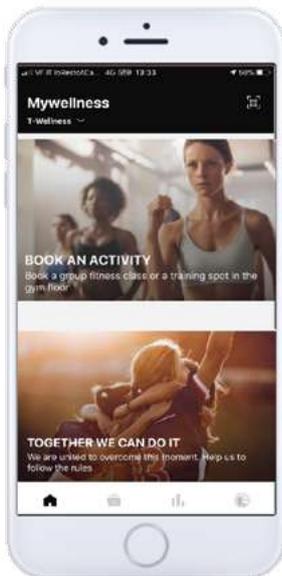
2. **CHECK IN** Members quickly enter the gym and the staff easily check the reservation.

3. **CHECK OUT** To facilitate members to leave, the mywellness app tells them when it's time to end their workout and leave the facility.

Likewise, your customers may also book individual training sessions on the cardio and strength floors:

- › **ask them to download the Mywellness App from the Apple Store or Google Play;**
- › **on the center's activity calendar, your customers find and book the time they want to train up to a maximum number of participants;**
- › **by showing the Mywellness App at the entrance as a form of electronic ticket, members may enter the center directly.**

The best way to communicate to your members that they have to **book their gym floor training** is by customizing the areas inside the homepage of the MyWellness app. You can choose the title, subtitle or image of the "Class Timetable" tile to remind them that the Gym Floor is an activity you can book exactly as you used to do with the group classes.



You may want to communicate other the information to your customer directly on the MyWellness app adding an area that links a **page of your website** where you explain **all the rules**:

- › **customers must be informed that they need to book their spot via the mywellness app or the custom app;**
- › **they have to be informed about the booking rules (maximum number of bookings per day and / or active bookings);**
- › **they have to show the reservation at the reception to be admitted to enter;**
- › **they have to leave the facility at the end of the slot.**

STEP 1

Create your space

Your floor can be organized as **one single bookable room** or each floor can be **booked separately**. Each solution has pros and cons.

The first option is suggested if each floor has not all the training areas, e.g. cardio area is downstairs only and strength equipment is upstairs. It requires less staff, because the same staff can supervise both floors, and allows a better organization of clean-up activities. However, being there a single area with high capacity, there can potentially be long queues at the beginning and at the end of the slot.



The second option is suggested if both floors have all training areas. Customers can choose to book the floor they prefer and people will enter in smaller groups, with the result of having fewer queues. On the other hand, more staff is required to control the entrances and exits on each floor and for continuous cleaning.

STEP 2

Create your calendar and schedule

To create your **calendar**, you have to consider the organization of your space: if you have organized it as a single gym floor, just create a single room, otherwise you have to create a dedicated room for each gym floor. Set the "Maximum number of participants" to the max allowed capacity and the booking rules to guarantee that all members can book their training slots.

Then create the **schedule** of the gym floor training class using the "Gym Floor" room specifically created in the planner. To quickly create multiple slots, you can use the recurrence rules and select multiple days of the week for the same time range over a period of time. Then add the **instructor**, as for group fitness classes. It's important that the class instructor is the actual trainer that will supervise the gym floor in that specific slot. He can easily check the list of attendees on the mywellness for professionals and can manually add people who hasn't booked, if there are spots available. He will be responsible to ensure that **all the people will leave the spot**. In the "Edit Class" page you can enable the push notification at the end of the slot and choose how many minutes before the end of the session the notification must be sent.

STEP 3

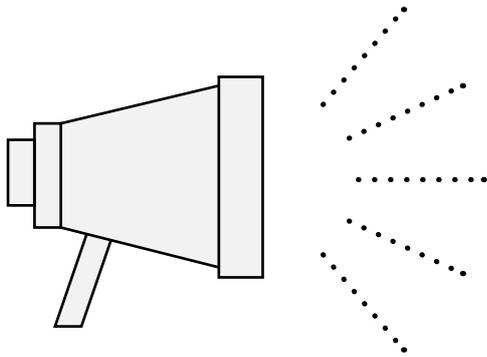
Educate your staff

Use the days before reopening to reconnect with your staff and instruct them about the new booking guidelines. Staff at the **reception** must check that the member has a reservation and can be admitted in the gym floor. The trainer designated as instructor of the "Gym Floor Training" session must check that all the members leave the facility at the end of the spot. All your staff has to be informed about the **guidelines for cleaning and sanitizing**; they need to clean in the dedicated slot, if present, or continuously if you allow your customers to enter regularly.



Discover more

MARKETING TIPS



We give you 5 tips in the field of marketing and communication with which you can get started right away.

1

Keep communicating open and personal with your members through your social media, email and app

Your members may also have questions and more importantly, still have the need to train and to come to your facility. Therefore communicate openly and proactively. This will keep your goodwill and prevent a lot of disappointed members and possible cancellations afterwards. Think about that:

- › **What compensation measures do you offer and are they still in force?**
- › **What will you do in the coming period to keep your members enthusiastic and motivated?**
- › **How do you prepare for a possible reopening?**
- › **How do you adapt your services to the new social distancing?**

As soon as you communicate, choose a multichannel strategy, in other words, make sure your message is shared across multiple channels at the same time.

MyWellness App

Via the mywellness-app you can use push notifications as soon as you have important news to report. Avoid an overkill of notifications and news. Try to bundle as much information as possible.

Social media

No need to explain the importance of using social media to keep your members informed, but have you started a (private) Facebook group and do you have daily contact with your members? Then this is definitely the place where you share news and updates.

Mail

Compose e-mails in which you communicate the most important points to your members. In these mails you can also link to your website where you can bundle all information and measures on one page (see point 2).



Set up a central place on your website with the most up-to-date information

Keep your members informed about the measures that have been taken and what consequences this may have for them. Setting up one central place on your website can help where you can also make protocols, help guides and download links available to keep your members optimally informed.

Think of topics around this:

- › **How your club is adjusted so that it is safe to train including a map;**
- › **The measures that now apply in your club translated into 1 simple A4;**
- › **Explanation of reservations and use of time blocks to improve frequency in not so crowded areas;**
- › **Overview of adjusted opening hours.**

Bundle all this information on one page on your website and make sure this page is easy to find.

3

Keep building your community

The measures will not be lifted immediately. Chances are, as soon as your club is allowed to open, it will be in limited form. This means that you have limited capacity and cannot immediately facilitate all your members. Many of you have already started creating your own unique content in the form of home workouts and group lessons, keep doing so!

To go a step further, our advice is to start with your own (private) Facebook group. The place to build a community with your existing members. Keep captivating your members, enter the dialogue and take care of the following:

- › **In addition to your live group lessons and online workouts, organise home challenges;**
- › **Hook in on nutrition and current themes around boredom, mental resilience, etc;**
- › **Organize a digital coffee hour to emphasize the social aspect;**
- › **Ask questions and organize polls. Your community is the first place to test new ideas and innovations!**

The members of your active community are the first people you can use referral marketing (e.g. bring-a-friend) to generate new leads. We all know that the best leads come through. A win/win situation!

4

Will you stay a traditional fitness club or go online?!

Your club is the physical environment where people can exercise and work on a healthier lifestyle. Training sessions are by appointment and a limited number of members are allowed in at the same time.

Furthermore, realize that there will remain a target group that prefers not to come into public spaces and wants to receive guidance and advice from home. In short, online coaching is becoming a must!

When you expand your offer with online coaching, home workouts and nutrition plans, you create the same added value and guidance.

Starting with online coaching? Take the following points into account:

- › **The 1-on-1 contact with your members can ideally be done via the mywellness app;**
- › **Start among your current members and preferably with your ambassadors. It's a nice try-out and also a way to compensate;**
- › **Define a number of target groups and create feeding schedules based on them that are easy to personalize;**
- › **Think about the content of home workouts. Owner of a boutique or circuit club? Then create other training videos that meet the needs of your target group;**
- › **Link to your online community! How great it is when members can share experiences with each other online and further motivate each other.**

5

Start (online) marketing campaigns again!

Make sure that everyone will come back to your club with a targeted marketing campaign.

As soon as clubs reopen everyone will be allowed to advertise en masse and there will be a real battle for the consumer. To be one step ahead you can already start marketing activation campaigns so you are visible, create awareness and generate the first leads.

There is one important rule: make sure you don't pass your current members! They have stayed with you during this difficult time and you want to keep it that way. As soon as your club is allowed to reopen, it is appropriate to give priority to your current members. Let them be the first to workout at the club again and compensate as promised.

3 ways to effectively run marketing campaigns again

5

Start (online) marketing campaigns again!

3 ways to effectively run marketing campaigns again

1 Home challenge

How to stay in touch with your members but also reach a new target group in an accessible way? For example, start with a '7 days home challenge' in which people receive a daily video to get actively involved at home. Of course you can also replace this challenge with an e-book or other home program. People who are not yet members of your club and have signed up will soon form your first leads that you can call for an appointment at your club.

2 Focus on services that are allowed

We go into the summer so outdoor activities) are possible again. All around us we see that everyone starts massively running, cycling or rollerblading, but also personal training is of course an option. What's stopping you from campaigning on these kinds of activities again?

3 re(opening) deal

There's hardly a better hook than a reopening. So use this moment to boost your lead stream again! With a special offer you can introduce new future members to your club. You don't have to wait until the actual opening. Put people on the waiting list and contact them as soon as there is an actual opening in sight.

We hope the above tips will help you on your way. Keep communicating openly, work on that community and make sure you remain visible!



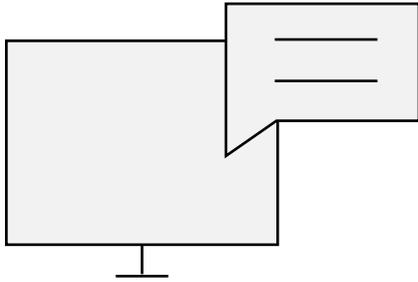
3

**INFORM
& INSPIRE**



The Wellness Institute is the training school founded by Technogym to educate staff, trainers and end-users on technical aspects as well as on how to use Technogym solutions. Training takes place on site thanks to master trainers and international experts, or can be done via an advanced e-learning platform to stay up to date at all times. Here are some tools that can be useful to keep you and your staff motivated and inspired.

TECHNOGYM TALKS



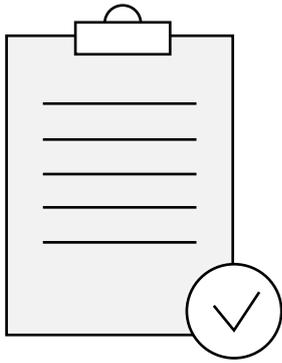
Our exclusive webinar series run by experts in the health, fitness and sport worlds, has been developed to inspire, inform, and give practical advice as you prepare to reopen.

Our webinars will support you after lockdown too, with training on our products and services plus knowledge, and insight from expert speakers within the fitness sector and beyond.



[Discover the upcoming webinars](#)

TAILORED EDUCATION



Technogym Education is the international school for personal trainers and wellness technical staff. Through a combination of onsite and online courses and certification in 18 languages (English, French, Spanish and German among the others), the Technogym Education team provides comprehensive, certified education for tens of thousands of fitness instructors each year.

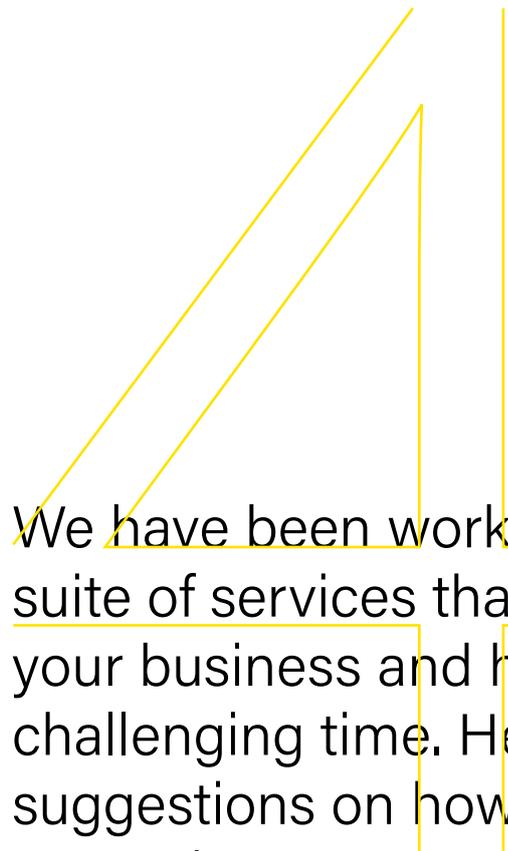
Keep in mind that personal trainers play an instrumental role in assisting people to maximize the benefits of exercise with our equipment and achieve the results they desire. Technogym Education assists personal trainers and fitness instructors to create the very best user experience with our equipment.

Now it's the perfect time to strengthen your customer experience by preparing your **staff** with

training sessions and extra support. Our team of **Technogym Educators** can provide bespoke training sessions covering our smart product, formats and digital solutions, designed to meet the needs of your business and customers. Your members are ready to come back, surprise them with an experience that goes beyond their high expectations.



**RETHINK
YOUR
LAYOUT**



We have been working to offer you a complete suite of services that includes tools to support your business and help you get through this challenging time. Here you will find some extra suggestions on how to prepare your floor for the reopening.

Fitness equipment areas are extremely safe, since the equipment easily defines dedicated areas for every single user with suitable distancing ensured by the footprint of the equipment itself.

Restricting the number of people inside the rooms is clearly the foremost condition to be respected.

Cardio Floor Area

- ⇒ spread out the cardio machines so as to respect the minimum distancing measurements required according to the directives in your area, and use free spaces (e.g. basketball courts, etc.) to create new training areas;
- ⇒ if it's not possible to spread out the machines, alternate their use in a clear manner;
- ⇒ if there is no room, this might mean using one machine out of two or even three;
- ⇒ remember to cover the control panel and detach the electric supply from unused machines;
- ⇒ explain to both staff and clientele not to spray disinfectant products directly onto the machines as this may damage them. Use the products recommended by us;
- ⇒ establish time limits: the cardio machines may be set so as to have a maximum time limit for each training session;
- ⇒ create a one-way system so that people may use the cardio machines without crossing over or forming groups.

Strength Floor

- ⇒ study the layout, distribute the benches, platforms, weights and selectorized strength machines properly in order to create a safety distance between clients;
- ⇒ consider the idea of applying squares to the floor with adhesive tape so as to guarantee social distancing;
- ⇒ train both staff and clientele with regard to cleaning the machines and equipment before and after every use;
- ⇒ if well positioned, all the strength machines - such as Artis, Excite, Biocircuit, and Pure - guarantee adequate social distancing themselves;
- ⇒ benches, barbells, dumbbells etc. must be distanced and cleaned after every use.

HIIT/Functional Fitness

- ⇒ alter lesson times, foreseeing a longer pause between each one, and thus avoiding groups and the overlapping of people;
- ⇒ limit class capacity in terms of number of participants;
- ⇒ respect distancing in line with the local norms.

Biocircuit

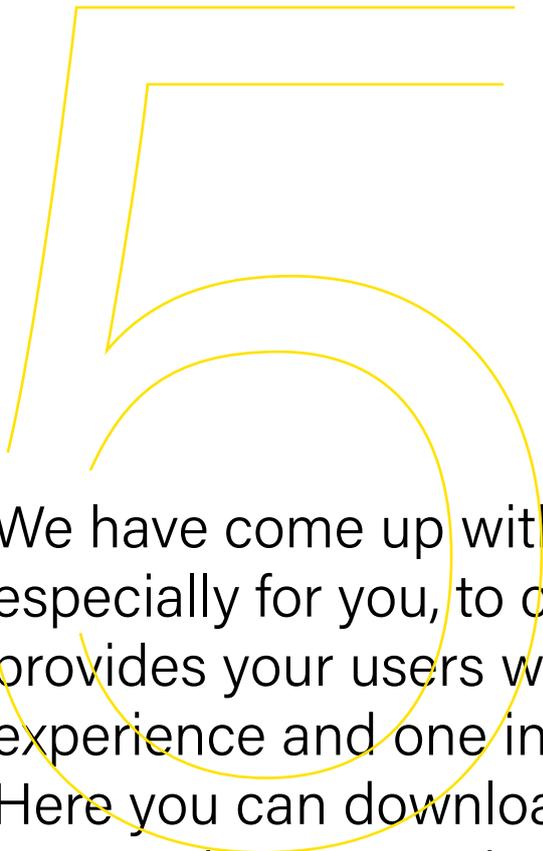
- ⇒ Biocircuit's layout facilitates distancing between people during a class;
- ⇒ the automatic setup allows the user to have all regulations preset;
- ⇒ the intelligent algorithm guarantees exclusive use by the user.

Format & Group Activities

- ⇒ encourage the use of the MyWellness App to book the machine on the gym floor and the session on the calendar;
- ⇒ the virtual classes available allow the user to train at any time.

A man with short brown hair and a beard, wearing a black t-shirt and blue shorts, is sitting on a gym bench. He has a large tattoo of a rose on his right arm. A large, stylized yellow number '5' is overlaid on the left side of the image. The background is a gym with various pieces of equipment.

**MARKETING
TOOLS
TO DOWNLOAD
& PRINT**



We have come up with these materials especially for you, to create an itinerary that provides your users with a gratifying training experience and one in complete safety. Here you can download our high-resolution cartoon images and print them for use inside your club. All the best for your reopening!



[Download](#)

DISCOVER MORE
technogym.com/support