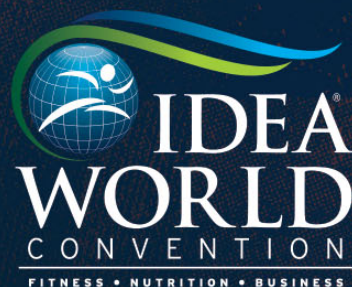


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LIMITLESS

Creating World-Class Virtual Small Group Training Sessions

PRESENTED BY

Anthony J. Wall, MS, CPT

About the Speaker



Anthony J. Wall, MS, CPT

- Senior Director, Global Business Development
- 2019 IDEA Top Industry Contributor Award
- Medical Fitness Association Education Committee Member
- ACE Behavior Change Specialist
- ACE Spokesperson



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



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Why do we Join Groups?

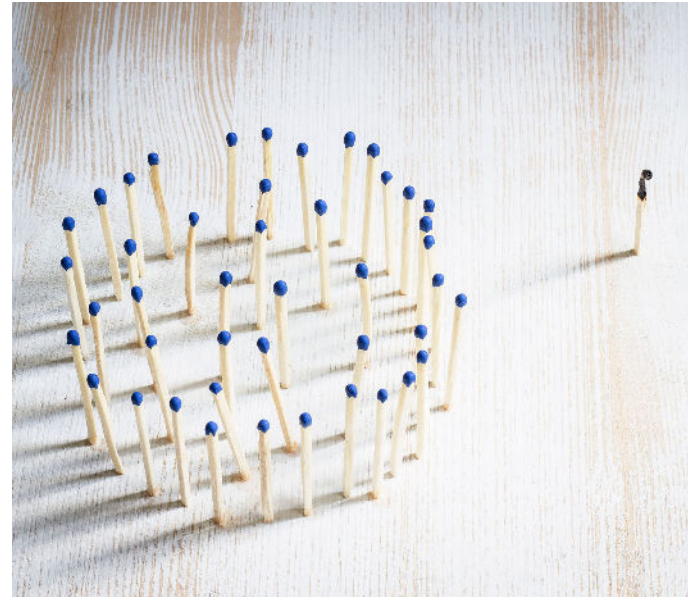
- Sense of belonging
- Security
- Power/success
- Achieve a goal
- Status/social standing
- Self-esteem



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 – TikTok, 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



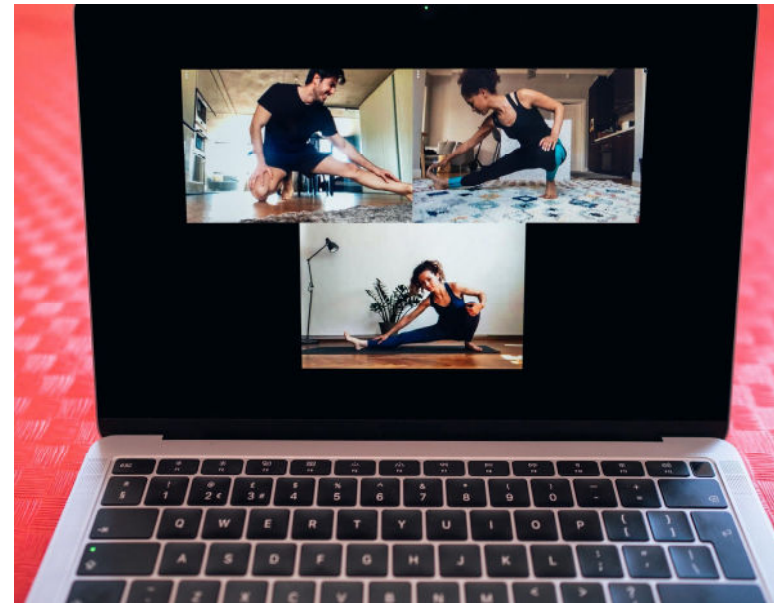
Five Steps to Success

- 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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