# 01. Plan your activity

Be organized and determine exactly how will you implement live classes and what financial and human resources you are willing to invest in this effort.

|  |  |  |
| --- | --- | --- |
| Activity | Start Date | Responsible |
| Establish the team |  |  |
| Buy / rent equipment |  |  |
| Music license |  |  |
| Prepare location |  |  |
| Schedule live classes |  |  |
| Create online marketing materials |  |  |
| Coordinate website update |  |  |
| Coordinate promotional activities |  |  |
| Test day for live classes |  |  |
| Live streaming live classes |  |  |

At this stage, it is very important to define the types of classes that will be held online:

|  |  |  |
| --- | --- | --- |
| Class | Audience | Difficulty level |
|  | Women / Men / Children | Beginners / Intermediate / Advanced |
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# 02. Project Team

Choose a few members of your team to handle this project. Make sure that at least some of them have minimum technical knowledge, and that each of them knows exactly what to do.

|  |  |  |
| --- | --- | --- |
| Activity | Person | Details |
| Project Coordinator |  | Will coordinate the whole team and the daily / weekly activity |
| Class scheduling management |  | Will manage the weekly schedule with live classes |
| Instructor coordinator |  | Will oversee all aspects of location, classes and instructors |
| Marketing and promotion |  | Will update the website and promote classes online and on social media |
| Video and stream live classes |  | Choose the streaming solution, supervise the live publishing of the classes and everything related to the technical part (equipment, Internet connection, etc.). |
| Process and publish live recorded classes |  | Optionally, after the classes, the recording will be uploaded to the Video-on-Demand platform |
| Instructors |  | List of the instructors in charge of the live classes |

# 03. Location and equipment

Make a list of all the equipment you need and make sure you have it on hand. Establish one or more locations where these live classes will be filmed, making sure they meet all the necessary conditions.

## 03.1. Location

When selecting the filming location, make sure the following exist:

|  |  |  |
| --- | --- | --- |
| Location access |  | Access to the location must be easy for the whole team; make sure every team member has access to and knows how to use everything in the location |
| Ambient |  | The location should be pleasant and have a feel-good look; a space that also has the branding of the club would be the ideal location  |
| Lights |  | The space should be well lit for a good video |
| Available training equipment |  | Instructors should have the necessary equipment for classes - matts, weights, etc. |
| Internet connection |  | The location must have good internet connection for live streaming |

## 03.2. Equipment

|  |  |  |  |
| --- | --- | --- | --- |
| Equipment | Responsible | Status | Details |
| Video camera |  | Rent / Buy | Recording the class can be done with a telephone or with dedicated equipment |
| Tripod |  | Rent / Buy | The tripod is used to position your camcorder or phone |
| Wireless microphone / microphones |  | Rent / Buy | Instructors must have a wireless lavalier microphone |
| Custom t-shirts |  |  | PTs must use custom training T-shirts with the club’s logo / brand |
| Laptop |  |  | If dedicated streaming equipment is used |

## 03.3. Music

Music for videos posted online can be a problem. First of all, it's important to know that you need a special license to use copyrighted music in your videos. Otherwise you may be sued by the person(s) who created the music you used.

You should also consider that the instructors voice is harder to hear if loud music is playing in the background. It is advisable to give up music during classes.

If you really want to include music in your live classes, you can create a playlist on give Spotify, Apple Music and YouTube and send them a link to that playlist. This way, members play their own music, and you do not need to have a special license.

If you want to stream music for classes, you can search for copyright-free songs on websites such as Audiojungle.net, Takenotes.com or Artlist.io.

If you use music during live classes, the instructor must use a microphone so as to be heard.

## 03.4. Live Steaming Platform

|  |  |  |  |
| --- | --- | --- | --- |
| Platform | Cost | Status | Details |
| YouTube LIVE | Free |  |  |
| Facebook LIVE | Free |  |  |
| VIMEO Live | 75 USD / month |  |  |
| ZOOM | From 55 USD / month |  |  |

# 04. Video test classes

Before you start broadcasting live classes it is important to do some tests, in order to discover in advance all the problems that may occur during the streaming. This will allow you to fix them before the live broadcast begins.

Organize together with the project team a dedicated day to test all operations.

Each PT must film at least one complete class so that it is clear to them how the activity will carry out.

Before shooting, the framing and shooting mode must be checked for brightness and sound quality.

Make sure you have checked the following points after this test day:

|  |  |  |
| --- | --- | --- |
| Subject | Comments | Details |
| LOCATION |  | Is everything you need at the location? |
| EQUIPMENT |  | Is all the necessary equipment available? |
| INSTRUCTORS |  | Did each instructor understand how the class works and what to do? |
| VIDEO |  | Has the instructor’s position been identified exactly as to be correctly framed (their entire body can be seen even when they are lying on the floor, while at the same time being not too far away)? |
| MUSIC AND SOUND |  | Have you tested the microphone and the volume of the music so that everything comes out clearly? |
| VIDEO QUALITY |  | Have you checked the quality of the video and that all equipment settings are correct? |
| MARKETING MATERIAL |  | During the test video, take some photos with the instructor who coordinate the classes. Use this as promotional materials on the website, newsletter and social media. |

After completing the tests, discuss with the team what could be simplified or improved.

# 05. Live Class Schedule

It is important to define a live class schedule for the whole week, and not change it too much. Members need to know in advance which classes to attend in order to register and be prepared when class starts.

The schedule can be established for each week. Try to have at least 2-3 classes per day.

The timetable must be published online so that members can access it at any time and can reserve their place in class.

Use the schedule template below:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | CLASS DATE | HOUR | CLASS NAME | PERSONAL TRAINER  | CLASS TYPE | NR. OF MEMBERS |
| 1 |  |  |  |  | Free/ Members |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
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| 24 |  |  |  |  |  |  |

# 06. Strongly promote Live Classes

As incredible as the new service may be, it will not be successful if the target audience does not know about it. So, start promoting the live classes at least a week before they start. Use all the channels of communication with the members you have, from social networks to newsletters.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | CHANNEL | Details | Status | Responsible |
| 1 | Website | Create a dedicated page to promote live classes |  |  |
| 2 | Website | Create a dedicated page with the live class schedule |  |  |
| 3 | Website | Activate the option to book live classes online |  |  |
| 4 | Newsletter | Live class promotion newsletter to members |  |  |
| 6 | Social Media | Posts about live classes |  |  |
| 7 | Social Media | Create short videos to promote live classes with instructors |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | CHANNEL | Material typology | Status | Responsible |
| 1 | Website | Create a dedicated page to promote live classes |  |  |
| 2 | Website | Box or banner on all website’s pages to promote live classes |  |  |
| 4 | Newsletter | Newsletter announcing the new service sent to all current and former members, at least one week before the launch of the service |  |  |
| 5 | Newsletter | Weekly newsletter announcing what classes will be streamed next week |  |  |
| 6 | Facebook | Live classes posts (pictures and link to the dedicated page on the website) |  |  |
| 7 | Instagram | Post photos and Stories taken during the classes, even the test ones, to promote the new service |  |  |
| 8 | Facebook | Teaser videos with a few seconds from a class that has already taken place |  |  |
| 9 | Instagram | Teaser video for IGTV and Stories with a few seconds from a class |  |  |
| 10 | Facebook Ads | Square-format videos for paid ads on Facebook, targeted to as wide a market segment as possible, outside the city, especially if this service is free regardless of membership status. |  |  |