



TRENDS FOR 2020

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10 MANIA® Fitness Pro Conventions

SCW
MANIA
FITNESS PRO CONVENTION



DC MANIA®
February



CALIFORNIA MANIA®
March



FLORIDA MANIA®
May



ATLANTA MANIA®
July



DALLAS MANIA®
August



MIDWEST MANIA®
October



BOSTON MANIA®
December

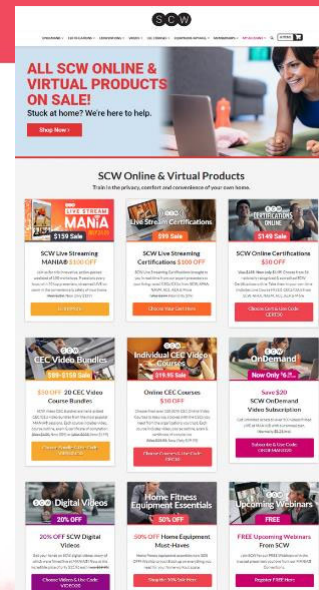


LIVE STREAM MANIA®
April/ June / Sept



scwfit.com/Online

Live Streaming and Online Sale



Live Stream MANIA®



1,125

Online Attendees



150

Sessions



70

Presenters



14

Sponsors

www.scwfit.com/AUGUST

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- ACTIVE AGING
- ACTIVE AGING NUTRITION
- AQUA BARRE
- AQUATIC EXERCISE
- BARRE
- BOXING
- CORE TRAINING
- FLOWING YOGA
- FOAM ROLLING
- FUNCTIONAL FLEXIBILITY
- FUNCTIONAL PILATES
- GROUP EXERCISE
- GROUP FITNESS DIRECTOR/STUDIO OWNER
- GROUP STEP
- GROUP STRENGTH
- HIIT
- KETTLEBELL
- KIDS IN MOTION
- LIFESTYLE & BEHAVIORAL COACHING
- MEDITATION
- MIND BODY FUSION
- MOMS IN MOTION
- NUTRITION, HORMONES & METABOLISM
- PERFORMANCE STABILITY TRAINING
- PERSONAL TRAINING
- PILATES MATWORK
- PILATES SMALL APPARATUS
- SMALL GROUP TRAINING
- SOCIAL MEDIA
- SPORTS NUTRITION
- T'AI CHI
- WATERINMOTION®
- WEIGHT MANAGEMENT
- YOGA I & II



LIVE STREAM CERTIFICATIONS

35+ NATIONALLY
RECOGNIZED CERTIFICATIONS
FROM THE COMFORT &
CONVENIENCE OF HOME.

www.scwfit.com/Online

SCW

AFAA

ACE

PROVIDER

NASM

INTERNATIONAL

ACA

NFPT

RECOGNIZED

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SCW

20% OFF!
 \$6.58/Month or
 \$79/year
 (Norm. \$8.25 month or \$99/year)

USE CODE: MANIA20

500+
Educational Videos

70+
Leading Presenters

20+
Fitness & Health
Topics Available



SCW
On Demand

scwfit.com/OnDemand



ONLINE CEC VIDEOS

Earn CECs in the comfort and convenience of your home!



Exercise & Aging
Best Practice Programming
With Tara Fongemont, PT



Tab-aqua Bootcamp
With Jeff Rowland



Barre Defined
With Allison Appel



E.S.P. 1 2 3:
Performance Circuit Training
With Jenna Lewis-McCormick, MS, CSCS



Metabolism Makeover
With Schellie Dignity, RD, LD



Dynamic Anatomy
With Mike McGill, MS



Flowing Yoga
for Chakra Balancing
With Manuel Velazquez



Relax & Restore
Foam Roller Training
With Jenna Lewis-McCormick, MS, CSCS



Aquatic Kickboxing:
Out of the Box
With Melissa Layne, MS

140+
More
Videos

scwfit.com/CECS

2020 Give them what they want

- Clients know what they want
- And they want it now
- Give them what they expect and deserve



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The Need to Stay Connected

- Email – Weekly, Newsletters, Personal
- Text – EZ Texting
- Physical Handwritten Notes
- Social Media
 - Post frequently w/set schedules
 - Positive Messages
 - Beautiful images
 - Set Class Schedules
 - Post questions – get answers (jotform/surveymonkey.com)



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Cleanliness

- Hand Sanitizers & Wipes
- Masks – branded?
- Gloves
- Name Tags
- Uniforms
- Temperatures
- Oxygen levels



Ventilation

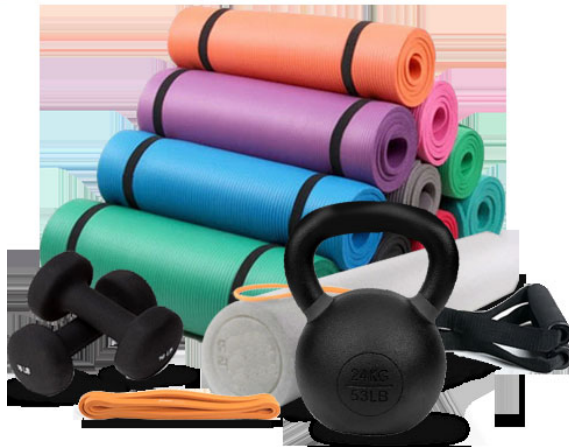
- Outside is best
- Cigar Bars
- Las Vegas Hotels
- Pool Areas
- Open Window



Equipment

- Branded Equipment

- Yoga Mats
- Tubing
- Bands
- Balls
- Tote Bags
- Weights

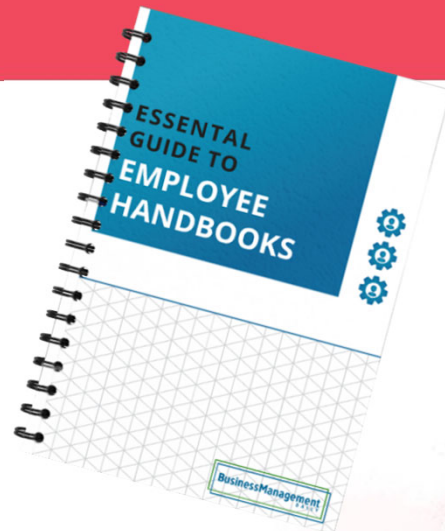


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Legal

- Redo Employee Handbooks
- Memos
- Systems
 - Schedules
 - Mutually agreed upon
- Record meetings & save Agreement to perform responsibilities
- Update Illness Policies
- New Responsibilities & Assignments
 - Confirm adherence to cleaning protocols
 - Revise Job Descriptions
 - Personal Conversations to clarify conflicts



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Staff: Reviewing Strategies & Completion

- Weekly – gotomeeting, skype, zoom
- Daily - text
- Documentation
 - Excel Charts
 - Follow-up with Nightly Reports
 - Done Today
 - To Do Lists
 - Share info - Google Documents



Contact Protocols (Staff & Members)

- Handshake or elbow bump
- Set strategies & plan (SPA protocols)
 - 20 feet
 - 10 feet
 - 6 feet
 - STAGGER SHIFTS – breaks, meals
- Daily Compliance Ambassador
 - Who and when
 - Determine Personality Fit



CDC Physical Distancing & Equipment

- Partition Equipment off
- Rent out Equipment
- Sell Equipment and upgrade
- Plastic Shields between
- Police tape
- Cleaning
 - Saran wrap & monitor protection
 - Hourly, lunch closing, staff, members
 - Enforcing policies & requirements

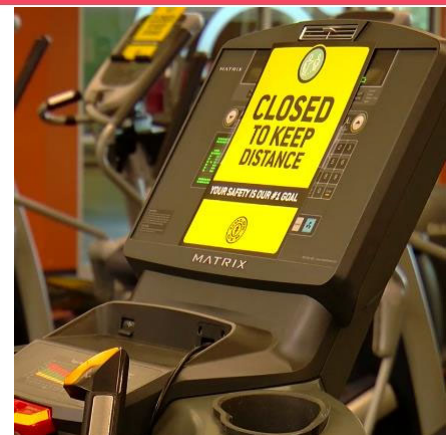


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Gym Floor & Closures

- Limit Workout Length – 45 minutes
- Only 1 piece of Equipment at a time
- Require Customers to sanitize
- Set specific times for older adults 60+ to exercise – (early or mid-day)
- Close
 - Water fountains, common areas, break rooms, areas where people congregate
 - No self-service food areas



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Cleaning & SIGNAGE

- Early & Often
- Show cleaning protocols daily
 - Keep Virtual Tours to 15 seconds
 - Have recognizable staff talk to the camera



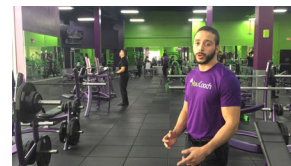
Flow

- Signage
 - Entrance
 - Exit
 - Front Desk
 - Floor mapping (grocery store)
 - Locker rooms
 - Equipment usage
 - Wipe Stations
 - Hand Sanitizer Stations
 - Bathrooms (Hide it, people will steal!)



Review Flow with Staff Tours

- Check the flow from first door entry
- Check-in for Group Ex Staff
- Check-in for PT session
- Check-in for equipment usage
- Bathroom entrance – 1 at a time?
- Locker room – if at all? – cross some off
- Pool & Showers
- Plan a real walk through



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Capacity – Indoor & Outdoor

- Many states are 10% capacity, Florida 25% capacity, others 50% capacity
- Check your space capacity with the city and landlord
- Determine if your insurance allows outdoor activities
- Check with other tenants & city about sessions in the parking lot (confirm equipment, AV, stage, etc.)
- Close Childcare
- Modify layout of chairs/couches





Parking Lot Workouts



LEVERAGE YOUR AQUA PROGRAM



Pools Are Safe

- ✓ Beginners
- ✓ Older Adults
- ✓ Rehab
- ✓ Cross Training



Pools Are Sanitary

According to the CDC, pool chemicals provide 6 times the strength needed to kill the coronavirus (Covid-19).



Pools Are Valuable

- ✓ Members "need" a pool – can't exercise in their bathtub or church basement
- ✓ Your instructors won't leave
- ✓ Your clients won't zoom

Pool

- 1 person to a lane
- Aqua Group Exercise
 - 6 feet apart
 - No Equipment
 - Aqua Shoes Required
 - No Touching
- Watch locker room
- Wear aqua shoes – no bare feet
- Look at ventilation – open windows



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Live Classes

- 10 persons, 25% of space
- 6 ft by 6 ft – 36 square feet/person
- No movement
- Own equipment
 - Yoga
 - Pilates
 - Strength – no equipment
- No high-intensity w/heavy breathing
- No contact like martial arts
- Stickers on the floor



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Set-up OnDemand Classes

- Are they FREE or do we charge
 - Les Mills
 - Personal Instructor
- Always provide “value” so you can charge later
- Instructor Driven – Facebook?
- Facility Driven – Email? Text? Call?
- Combination – or set a timeline



Plan to transition to payment

- Set a Schedule
- Watch Local Governor's Postings
- Let your clients know the schedule
- Do not scare away – soooo much FREE
- Remind them you care
- Remind them of reason for transition

VIRTUAL GROUP EXERCISE | MAY 4 - 24

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
10:00-11:00 AM FULL BODY KATIE L. BENTON	10:00-11:00 AM FULL BODY KATIE L. BENTON	10:00-11:00 AM FULL BODY KATIE L. BENTON	10:00-11:00 AM FULL BODY KATIE L. BENTON	10:00-11:00 AM FULL BODY KATIE L. BENTON
11:00-12:00 PM FULL BODY KATIE L. BENTON	11:00-12:00 PM FULL BODY KATIE L. BENTON	11:00-12:00 PM FULL BODY KATIE L. BENTON	11:00-12:00 PM FULL BODY KATIE L. BENTON	11:00-12:00 PM FULL BODY KATIE L. BENTON
12:00-1:00 PM FULL BODY KATIE L. BENTON	12:00-1:00 PM FULL BODY KATIE L. BENTON	12:00-1:00 PM FULL BODY KATIE L. BENTON	12:00-1:00 PM FULL BODY KATIE L. BENTON	12:00-1:00 PM FULL BODY KATIE L. BENTON
1:00-2:00 PM FULL BODY KATIE L. BENTON	1:00-2:00 PM FULL BODY KATIE L. BENTON	1:00-2:00 PM FULL BODY KATIE L. BENTON	1:00-2:00 PM FULL BODY KATIE L. BENTON	1:00-2:00 PM FULL BODY KATIE L. BENTON
2:00-3:00 PM FULL BODY KATIE L. BENTON	2:00-3:00 PM FULL BODY KATIE L. BENTON	2:00-3:00 PM FULL BODY KATIE L. BENTON	2:00-3:00 PM FULL BODY KATIE L. BENTON	2:00-3:00 PM FULL BODY KATIE L. BENTON
3:00-4:00 PM FULL BODY KATIE L. BENTON	3:00-4:00 PM FULL BODY KATIE L. BENTON	3:00-4:00 PM FULL BODY KATIE L. BENTON	3:00-4:00 PM FULL BODY KATIE L. BENTON	3:00-4:00 PM FULL BODY KATIE L. BENTON
4:00-5:00 PM FULL BODY KATIE L. BENTON	4:00-5:00 PM FULL BODY KATIE L. BENTON	4:00-5:00 PM FULL BODY KATIE L. BENTON	4:00-5:00 PM FULL BODY KATIE L. BENTON	4:00-5:00 PM FULL BODY KATIE L. BENTON
5:00-6:00 PM FULL BODY KATIE L. BENTON	5:00-6:00 PM FULL BODY KATIE L. BENTON	5:00-6:00 PM FULL BODY KATIE L. BENTON	5:00-6:00 PM FULL BODY KATIE L. BENTON	5:00-6:00 PM FULL BODY KATIE L. BENTON
6:00-7:00 PM FULL BODY KATIE L. BENTON	6:00-7:00 PM FULL BODY KATIE L. BENTON	6:00-7:00 PM FULL BODY KATIE L. BENTON	6:00-7:00 PM FULL BODY KATIE L. BENTON	6:00-7:00 PM FULL BODY KATIE L. BENTON
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IMPORTANT REMINDERS

- FIND ALL CLASSES ON THE GETULIANCAMPUS/SCW Instagram Live Story
- ALL CLASSES ARE IN CENTRAL STANDARD TIME (CST)
- NO EQUIPMENT NEEDED

STRENGTH **HIGH INTENSITY** **MIND/BODY**

SPRING 2020 GROUP EXERCISE CLASS DESCRIPTIONS

- STRENGTH** (10) This class combines both strength and cardiovascular training to give participants a challenging workout. No body weights, it uses personal resistance training including hand weights, resistance bands, and bodyweight exercises.
- HIGH INTENSITY** (10) This class combines both strength and cardiovascular training to give participants a challenging workout. No body weights, it uses personal resistance training including hand weights, resistance bands, and bodyweight exercises.
- MIND/BODY** (10) This class combines both strength and cardiovascular training to give participants a challenging workout. No body weights, it uses personal resistance training including hand weights, resistance bands, and bodyweight exercises.

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Remind them why they should COME BACK

- Physical Qualities of facility
- Other Members
- Other Staff
- Lost salaries/income
- Families
- Programming



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Influence of Group Exercise

- Realization that Group Fitness is the heart & soul of a facility
- Personal Trainers are PERSONAL – loyalty ?
- Retain our Influencers?
- How do we Integrate?



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Upon Return – Live & OnDemand

- There is no NEW NORMAL
- It is just NEW
- Look at benefits of Plague
 - Longer Life Spans
 - Paved Streets
 - Plumbing
 - Transportation – trade
 - Produce, goods services
 - Government influence increased
 - Control food prices, women could wear expensive clothing



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Digital solutions for sign-ups (OnDemand)

- Forte <https://www.forte.net/index>
- Virtuagym <https://business.virtuagym.com/>
- Gympass <https://www.gympass.com/us>
- Mindbody <https://www.mindbodyonline.com/>
- Uscreen <https://www.uscreen.tv/>
- Teachable <https://teachable.com/>
- Uscreen <https://www.uscreen.tv/>
- Yondo <https://www.yondo.com/>
- Vimeo <https://vimeo.com/>
- YouTube <https://www.youtube.com/>
- Facebook Live



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Asking for Money

- Membership Structure
 - Live Membership
 - Online Membership
 - Combination of both
- Personal Instructor Classes
 - Donations
 - Paypal, Venmo, Square
 - Contributions for Professional Services
 - Charge with set-up fee



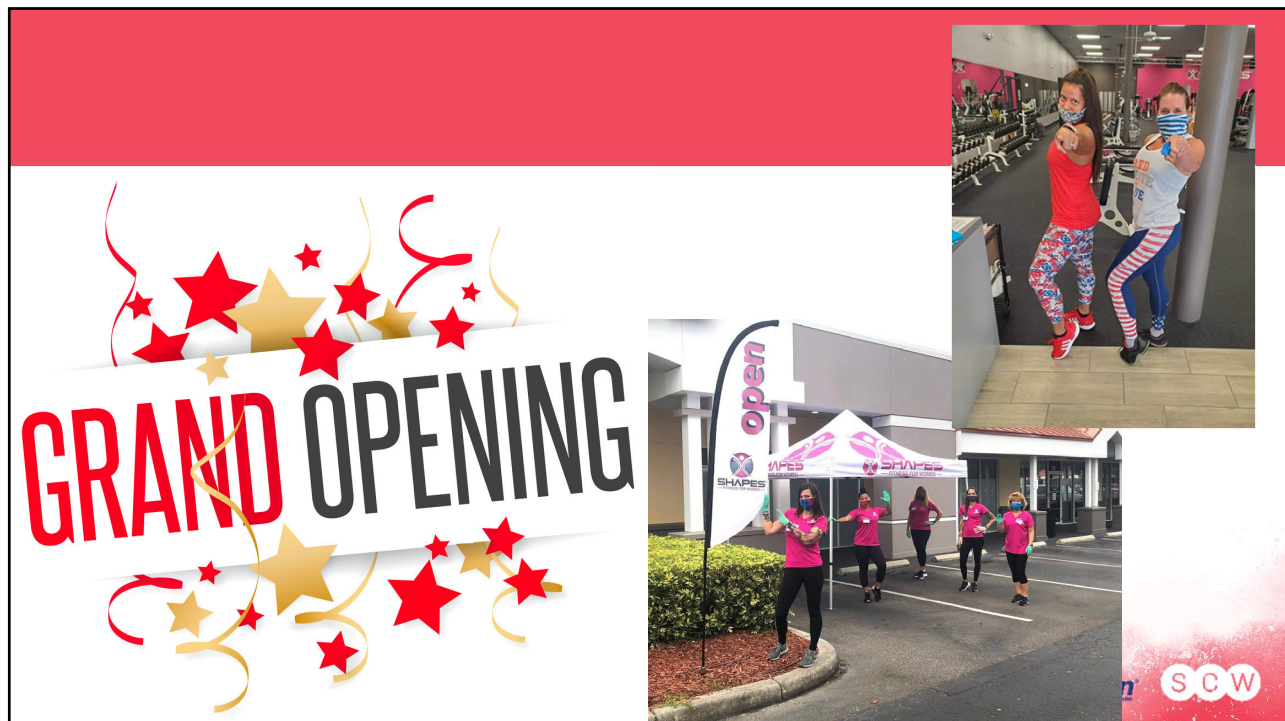
Issues will arise

- Family members will want to exercise together and remove tape
- People will refuse to wear masks
- This is where Contact Ambassadors will come in handy



Get Testimonials & Post/Send

- Have the members provide testimonials
- Download after every day to change strategies



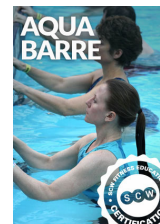
TOP TEN TRENDS



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20. Barre

- BARRE TRAINING
 - Certifications are Countless
 - SCW Barre Cert
 - Barre Above
 - Private Barre Studio Certs



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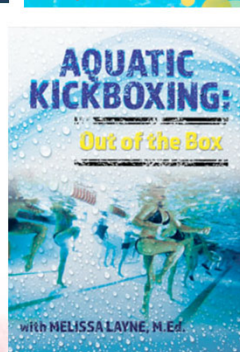
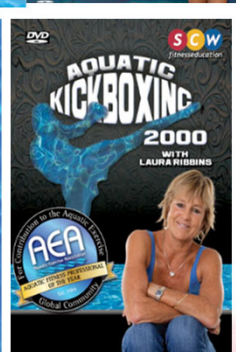
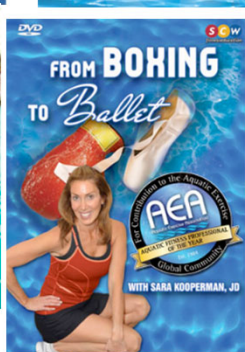
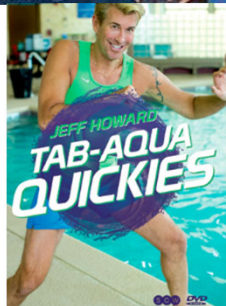
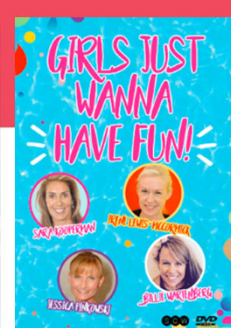
19. WATER PROGRAMMING

• WATER PROGRAMMING

- HIIT
- Tab-Aqua
- Dance
- Yoga/Pilates
- Barre-a-cuda
- Aqua Zen (Restoration)
- WATERinMOTION®

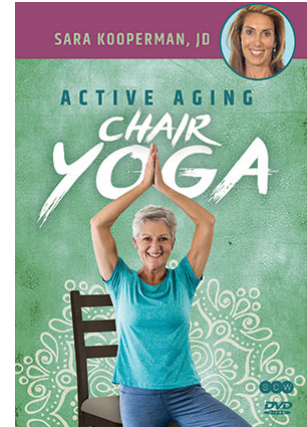
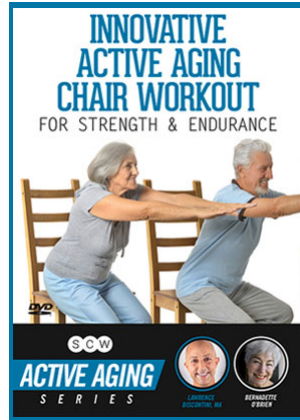
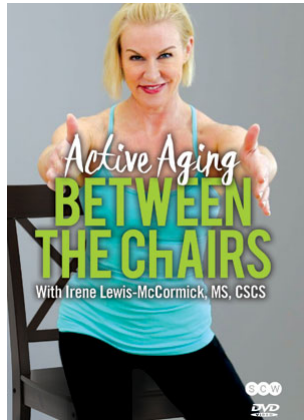


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18. Chair Workouts



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17. Recovery

- 1. RECOVERY
 - Rolling
 - Stretching
 - Recuperation
 - Restoration
- Meditation
- Sleep

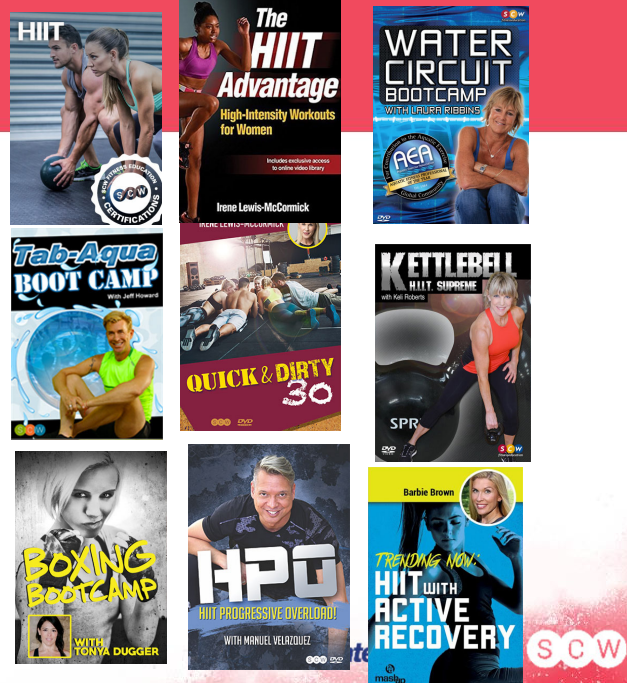


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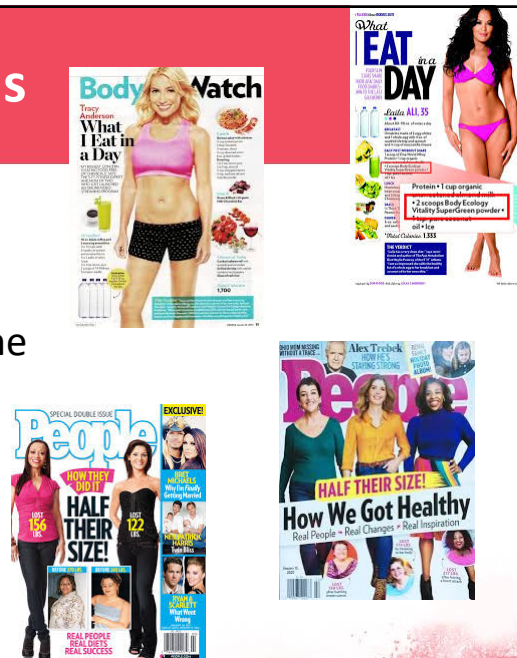
16. Boot Camp

- Outdoor
- Indoor
- 30 minutes
- Aqua
- Equipment
 - Body weight
 - Kettle bells
 - Boxing



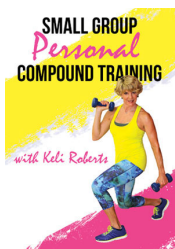
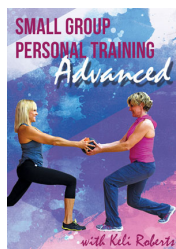
15. Following the Trends

- Watch Television
- Read Magazines
- What's new in People Magazine
- What's hot in SHAPE Magazine
- What does ACSM say



14. Small Group Training

- Community
- Safety
- Accountability

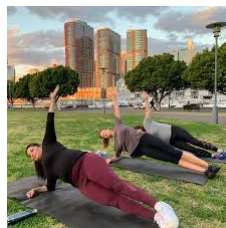


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13. Sculpting & Toning

- Tubing
- Bands
- Body weight
- Weights

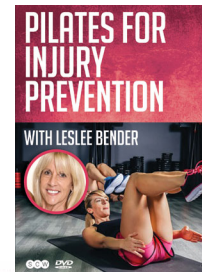
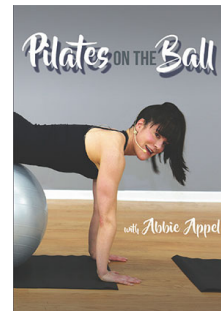
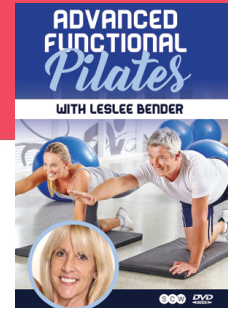
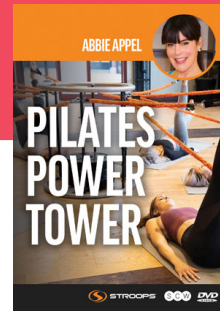


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12. Pilates

- Equipment
- Machines
- Injury Prevention & Recovery



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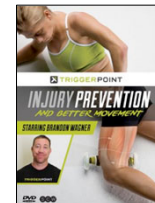
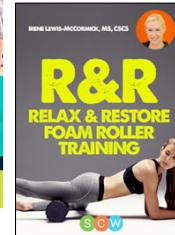
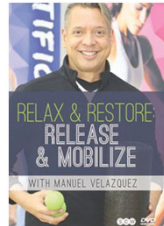
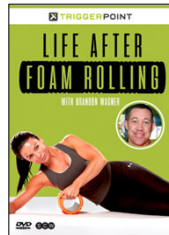
11. Group Cardio

- The heart of the club
- Community
- Outdoor
- Challenges



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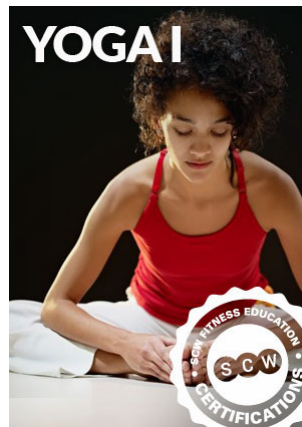
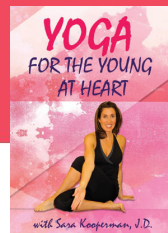
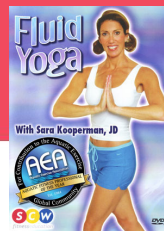
10. Foam Rolling



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9. Yoga

- All levels
- All types
- All styles
- Everywhere!



8. Personal Training

- Safe
- Effective
- Private
- Convenient
- VALUE!

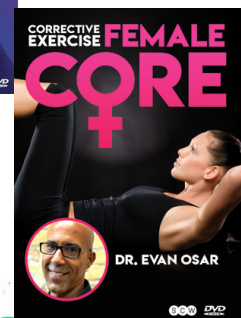
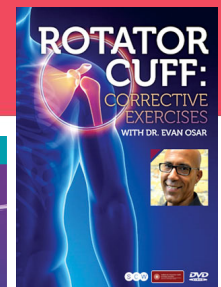
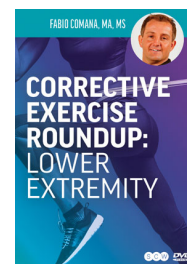


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7. Exercise Science

- Build Immunities
- What & How
- Who
- Programming



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6. HIIT (was #1)

- HIIT / TABATA Programs
- 30 Minute High Intensity
 - BootCamp
 - Tabata
 - BODYSHRED
 - Les Mills GRIT
 - Balanced Body HIIT
 - Tab-aqua



5. CORE

- CORE TRAINING
 - Abs & Back
 - Stability Ball
 - BOSU / Balls / Rollers
 - 30 min classes



4. Strength Training

- What is strength?
- New meaning
- Weights



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3. FUNCTIONAL TRAINING

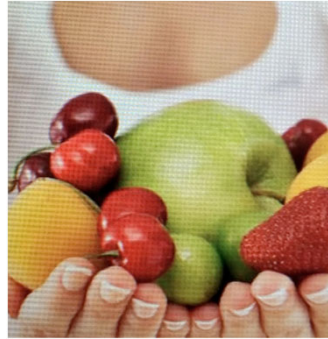
- Was #1 SCW Requested Sessions
- Activities of Daily Living
- Balance Training
- FASCIA & FOAM ROLLING



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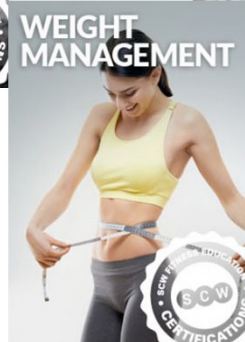
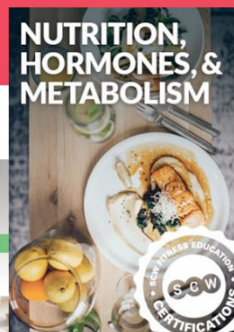
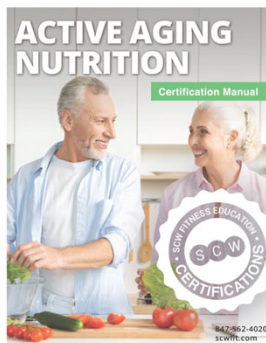
2. NUTRITION

- Wellness/Sports
- Protein
- Fats
- Carbs
- Menopause
- Hydration
- Organic
- Vegan Alternatives



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1. Aging & Exercise

- By the year 2030, the number of individuals 65 years and older will reach 70 million in the USA alone.
- Those 85 and older will then be the fastest growing segment of our population.



- Cardio
- Chair
- Memory
- Yoga
- Foam Rolling
- Strength



Specialized Certifications

- Becoming a requirement
- More Specialized Certs
- Multiple Certs
- Shorter – 8hrs, 4 hrs
- Less Theory/More Practical
- Online & Live Streaming Explosion
- Less Prep- More Onsite
- Clubs Require Specialty Required



APPROVED PROVIDER



Top 10 Trends (Fit Pros wanna know!)

1. Active Aging
2. Nutrition
3. Functional Training
4. Strength Training
5. Core Training
6. HIIT
7. Exercise Science
8. Personal Training
9. Yoga
10. Foam Rolling



11-20 Trends

11. Group Cardio
12. Pilates
13. Sculpting/Toning
14. Small Group Training
15. Trends
16. Boot Camp
17. Recovery
18. Chair Workouts
19. Aqua Ex
20. Barre



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TRENDS FOR 2020

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