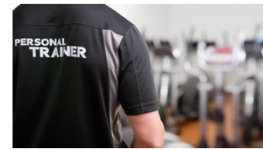


Trends in Fitness Programming

SARA KOOPERMAN, JD



- CEO of SCW Fitness Education
- CEO of WATERinMOTION®
- CEO of S.E.A.T. Fitness
- Founder of MANIA® Fitness Professional Conventions
- Recipient of the Illinois State Business Woman of the Year
- National Fitness Hall of Fame Inductee
- Talks & Takes IHRSA Panelist






2023 Comparison of Trends






**AMERICAN COLLEGE
of SPORTS MEDICINE**
LEADING THE WAY


Top 10 Worldwide Fitness Trends for 2023




1 Wearable Technology




2 Strength Training with Free Weights




3 Body Weight Training



4 Fitness Programs for Older Adults




5 Functional Fitness Training




**AMERICAN COLLEGE
of SPORTS MEDICINE**
LEADING THE WAY


1. Wearable Technology
2. Strength Training with Free Weights
3. Body Weight Training
4. Fitness Programs for Older Adults
5. Functional Fitness Training
6. Outdoor Activities
7. HIIT
8. Exercise for Weight Loss
9. Employing Certified Fit Pros
10. Personal Training




6 Outdoor Activities




7 High Intensity Interval Training (HIIT)






8 Exercise for Weight Loss



9 Employing Certified Fitness Professionals



10 Personal Training



Respondent's Occupation

- 20% Personal Trainers
- 18% Academics (Professors, Teachers, Graduate & Undergraduate Students)
- 11% Owners & Managers
- 10% Medical Professionals
- 4% Group Exercise Leaders



2022 Trends

- 1 Wearable Technology
- ~~2 Home Exercise Gyms~~
- 3 Outdoor Activities
- 4 Strength Training with Free Weights
- 5 Exercise for Weight Loss
- 6 Personal Training
- 7 HIIT
- 8 Body Weight Training
- ~~9 Online & On-Demand Classes~~
- ~~10 Health/Wellness Coaching~~


2023 Trends

- 1 Wearable Technology
- 2 Strength Training with Free Weights
- 3 Body Weight Training
- 4 Fitness Programs for Older Adults
- 5 Functional Fitness Training
- 6 Outdoor Activities
- 7 HIIT
- 8 Exercise for Weight Loss
- 9 Employing Certified Fit Pros
- 10 Personal Training





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

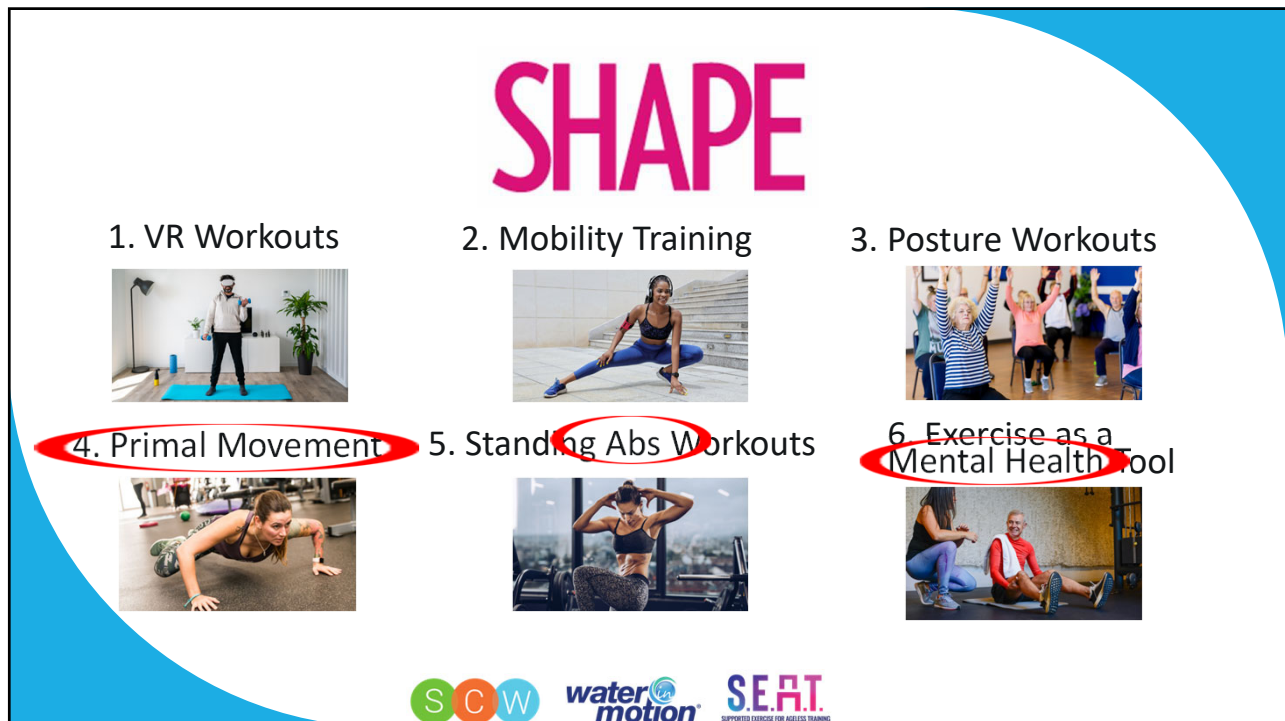




Respondent's Occupation (Check all that apply)

- 74% Group Exercise Instructors
- 60% Personal Trainers
- 27% Owners, Managers, & Directors







      	<div style="display: flex; justify-content: space-around;"> <div style="width: 45%;"> <p>Fitness Trends</p> <ol style="list-style-type: none"> 1. Primal Movement 2. Affordable Fitness 3. Pickleball 4. Mobility Stretches 5. Wearable Technology 6. Exercise Snacking 7. Strength Training </div> <div style="width: 45%;"> <p>Wellness Trends</p> <ol style="list-style-type: none"> 1. Meditate in the Metaverse 2. Yang Sheng Yourself 3. Music is Medicine 4. Taking the Plunge 5. Sleep Supplements 6. No/Low Alcohol 7. Gut Health </div> </div>	      
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Men's Health

1. Gyms will be the focus for communities



2. Training efficient will be the goal



3. Big weights will rule



4. Carbs are making a comeback

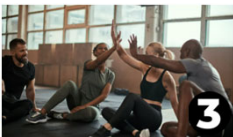
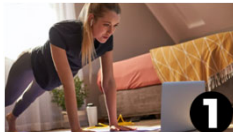


5. Holistic training will expand beyond the body

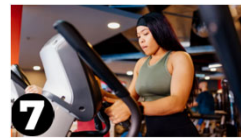


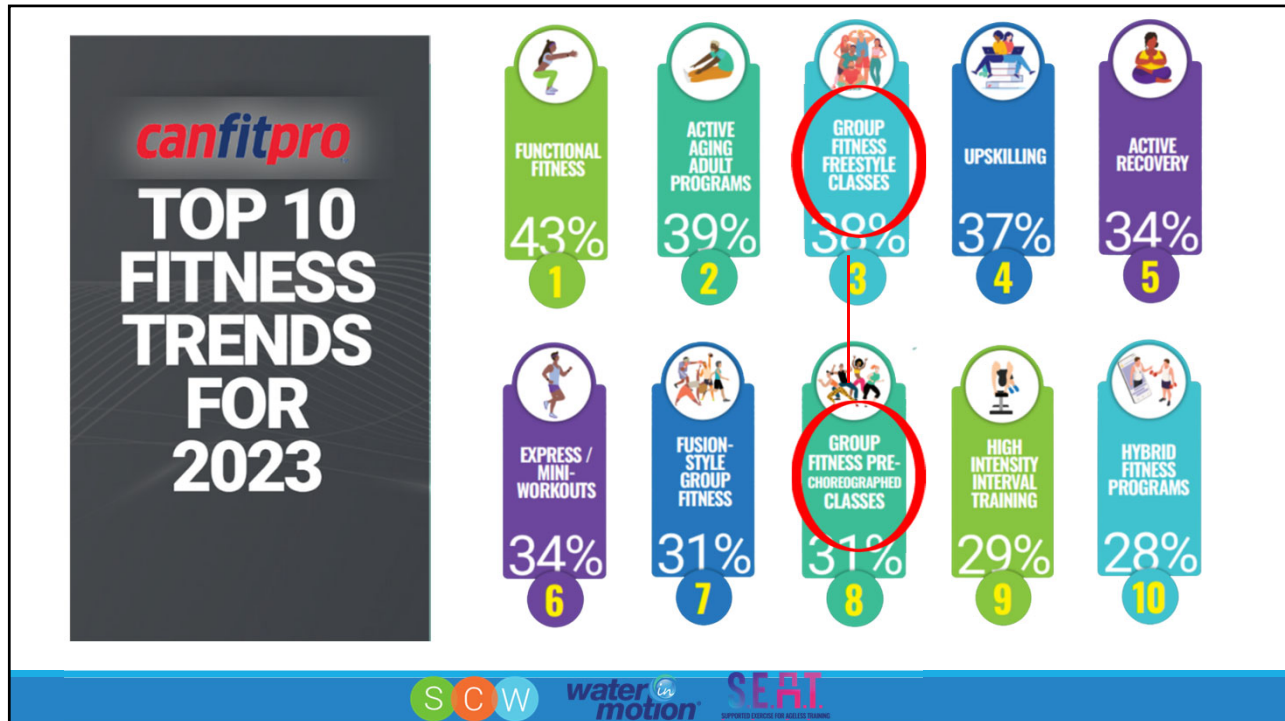
Bustle

(Online Women's Magazine)



1. Workout Stacking
2. All Things Group Fitness
3. Gym as Community
4. Futuristic Wearable Tech
5. VR Workouts
6. Reframing Exercise as Movement
7. At-Home & Gym Hybrid Workouts
8. Outdoor Workouts & Retreats
9. Rest & Recovery
10. 80's Revival









mindbody

1. From the Ground Up: Go back to your roots
 - Nature boosts mental health
2. Gen W: The Wellness Generation
 - Feel connected, emotional, & inclusive
3. Big Female Energy: The Year of the Woman
 - Women only gyms or fitness studios
4. Longevity: Functional Fitness for a longer more fulfilled life
 - Active aging programming
5. Strength in Numbers: The Wellness Collective
 - * Find your Wellness Community






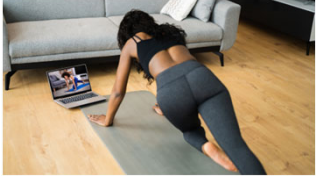
Forbes
(American Business Magazine)




1. Metaverse Health & Fitness



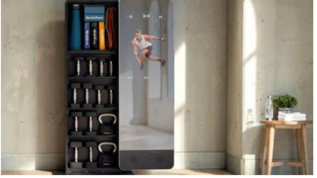
2. Wearables




3. App-based Home Workouts



5. Mental Health

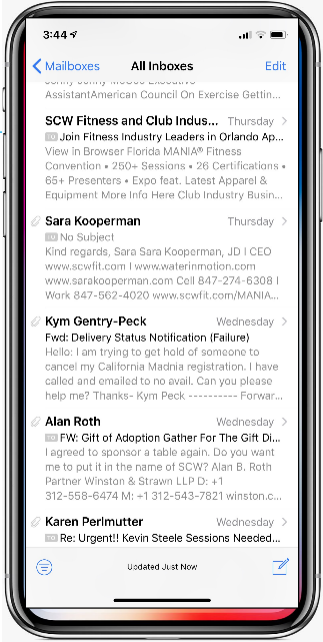



4. Smart Home Gyms



Emails

- 85% use smartphones to access email
- 58% of adults check their email first thing in the morning
- 70% of mobile email users delete badly formatted messages in under three seconds
- Mobile users check their email 3x more (Google)
- Mobile consumerism up 70%.
- 46% of adults prefer their mobile devices to search for items before purchasing them over their desktop or laptops
- Most mobile consumers do not automatically download images (Battery Drain)
- The average email open rate is approximately 23%
- Desktop users have lower conversion. (Yesmail)

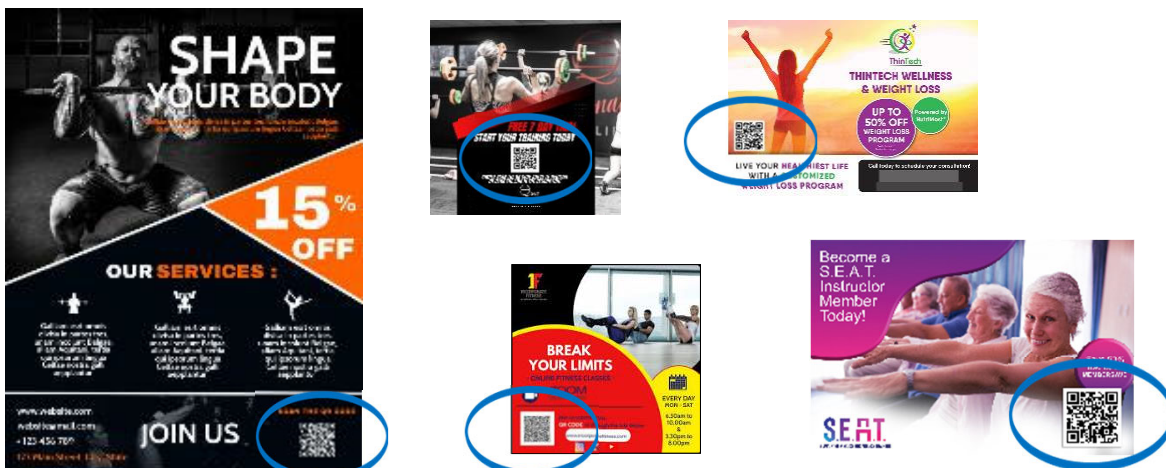




Posters, Flyers, Print Ads FREE or 50%



Posters, Flyers, Print Ads with QR Codes



Postcards: You are your IMAGE ... "Free"



Group Ex Schedule

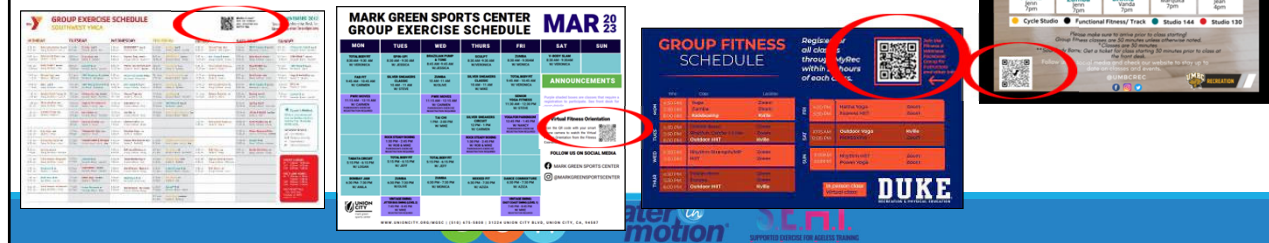
Printable Schedules **#1** Physical take-away!

Website – **#1** Click-Through

Always downloadable

Always QR Code

Add in Specials & **Coupons** & Website Pop-ups



SPRING 2022 | EXAM WEEK | MAY 7-12

SATURDAY, MAY 7	MONDAY, MAY 9	TUESDAY, MAY 10	WED, MAY 11	THURS, MAY 12
6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS
8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA
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STRESS MANAGEMENT TIPS

4-6 BREATHING EXERCISE:
A. Inhale through your nose for 4 sec.
B. Exhale slowly out your mouth for 8 sec.
REPEAT 10x

GO FOR A WALK:
Walking promotes the release of endorphins!
Legs for natural relaxation and relief from a quick walk around a complex or outdoor park.

EAT, DRINK, AND SLEEP:
Food and water are brain fuel! Eat 3 meals a day and have snacks on hand!
Sleep is essential for memory formation. Set up deprivation can impair your ability to retain information.

SPRING 2022 GROUP X SCHEDULE

DAY	CLASS	TIME	LOCATION
MON	YOGA	8:00-9:00	YOGA
TUE	YOGA	8:00-9:00	YOGA
WED	YOGA	8:00-9:00	YOGA
THUR	YOGA	8:00-9:00	YOGA
FRI	YOGA	8:00-9:00	YOGA
SAT	YOGA	8:00-9:00	YOGA

GROUP EXERCISE | SPRING 2022 | JAN 25 - MAY 4

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS
8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA	8:00-9:00 AM YOGA
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SCAN FOR FULL CLASS DESCRIPTIONS

PLEASE NOTE: NO GROUP XL MAY 10

SUMMER SCHEDULE BEING RELEASED

Spring 2022 Group Exercise Schedule
February 28 - April 16, 2022

Land Classes:

MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
Senior Pilates 9:30am-10:30am	NEW Step Aerobics 9:30am-10:15am	Senior Bootcamp 9:45am-10:30am	Mobility & Abs 8:30am-9:15am	Cardio Kickboxing 8:45am-9:30pm	Zumba 9am-10am
Unlimited Power 10am-10:45am	Viwayna Flow 5:30pm-6:30pm	Full-Body Fitness 9am-9:45am	Yoga Sculpt 5:30pm-6:30pm	Restorative Yoga 9am-10am	
HIIT 5:30pm-6pm		Zumba 5:30pm-6:30pm			

Water Classes:

MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	FRIDAYS	SATURDAYS
NEW TIME! Shallow Water Aerobics 10:15am-11am	Shallow Water Aerobics 10:15am-11am	ELDER ONLY Shallow Water Aerobics 10:15am-11am	Shallow Water Aerobics 10:15am-11am	Aqua Lite 10:15am-11am	
	Deep Water Aerobics 5:30pm-6:15pm				

MAY
GROUP EXERCISE DROP-IN SCHEDULE AT THE LODGE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS	6:00-8:00 AM AEROBIC POWER CLASS
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Pop-Ups, Chat Bots

7:59

FREE OFFERS BY EMAIL... NEWS... TIDAL WAVES... E-NEWS... ADVERTISE

JOIN the Community!

FREE Education & Event Discounts

First Name: _____ Last Name: _____

amalexample@gmail.com

Cell Phone: _____

Sign Me Up!

CONVENTIONS - BUILD THE WHO RISE TO...

Make the commitment to better yourself...

AA # scwfit.com

8:00

Hi there

We are offline. Please submit your question and SCW will respond via email.

Previous messages

8:00

Please introduce yourself:

- ✓ skooperman@gmail.com
- ✓ 8472746308
- ✓ Sara Kooperman

Send

Enter your message...

POWERED BY TIDIO

AA # scwfit.com

AA # scwfit.com

send there you

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123 space return

Videos on Social Media

- Live video get 6x more interaction
- Go Live ... share opinion
- Go live at Openings or Events
- Tours can be imperfect
- Post, Share, Re-Use



- LIMIT 15 seconds to 30 seconds – Instagram limit ~~is 1 minute~~ NOW 90 seconds



Find your Influencers

Great Staff Visible members

Ask your members who they watch and read

Figure out how to be human on SCALE!

Influencers fake their followers!

61% are not using influencers

Instructors, Trainers, Members, Socialites, bloggers



REEL Stats

All videos are now on Instagram

Film vertically to

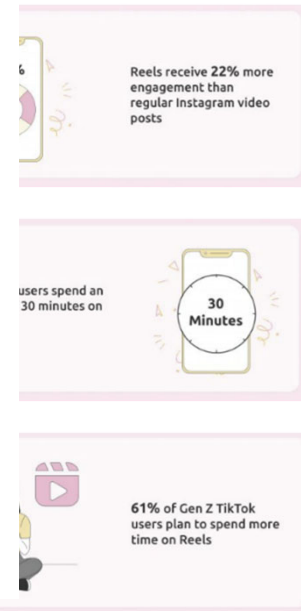
Instagram users use the app

61% of Gen Z TikTok users spend more time on REELS

Original content

- Don't reuse videos

Use 3-5 relevant



Use Group Text Messages

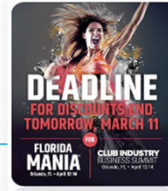
- Etexting.com
- 140 Characters + images
- \$0.05 to \$0.04 per text
- Respond to each text
- **Your business can be a Cell Phone – Receive & send Text Messages**



Text Imaging



Get Certified & Increase Your Demand! Florida MANIA April 10-14. Cycle, Mind-Body, Active Aging, Corrective Exercise, PT, Aqua, Nutrition, Barre & more. www.scwfit.com/Florida



Avoid Late Fees! Florida MANIA Discount Deadline Ends this Monday at Midnight. If you plan on attending (great decision btw) be sure to register for MANIA at www.scwfit.com/Florida & Club Industry Business Summit at www.scwfit.com/ClubFL



Get your Saturday MANIA essentials! Keynote w/ Sgt Ken at 9:30am in Room A. See what's happening today visit: www.scwfit.com/saturday. Plus, there is still time to register for a Sunday Certification, stop by the SCW registration booth or sign up here: www.scwfit.com/nyc/certifications

MMS = images SMS= Text

Use full URL www.scwfit.com/California

- Do not shorten

Text include websites

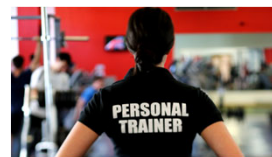
They don't forward copy

Images are shared on social media



Steer our industry:

- Medical Community Acceptance
- Professionalize (certifications)
- Inclusion (diversify and body positivity)
- Pay scale increase & percentages for instructors – recruit more



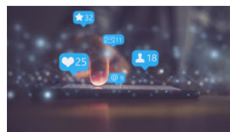
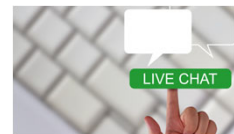
What's Next?

- Add new programming – trial it
- Steal (or borrow) top instructors / Bribe the best back
- Functional Training space
- Keep or get live-stream and on-demand
- Remove classes that no one is attending (Red Dot)



Update your systems/approach

- Wearables & Leaderboards
- Chat bots
- Text messaging
- Emails
- Venmo, paypal, apple pay
- Tap to pay
- Show your prices
- Social media



Dead or Dying

- Dance-Based Programs
- Barre Programming
- HIIT Programs



Staying on top

- Stretching Programs
- Yoga - Fusion Classes
- 4 week Small Group training programs
- 8 week Small group training for active agers
- Chair-based training (outreach to retirement homes and active aging communities)
- Cryotherapy & infrared
- Vibration techniques
- Merge Physical Therapy & Fitness - Symmetry
- Water Exercise



Takeaways

1. Survey your members quarterly/annually to stay in tune with their needs - NOW
2. Know your numbers and compare previous years to see YOUR trends
3. Not all trends will work for your business, know your market!
4. Go to Conventions, Roundtables, Certifications



Thank you

