



aquaphysical

tips for successful

floatfit classes



introduction

FloatFit is a fantastic addition to your current group exercise timetable.

Running these amazing classes ensures:

- members stay engaged
- a different demographic is attracted into the pool
- create a brand-new revenue stream from the pool

Also, happy participants that keep returning increase membership through word of mouth. Especially if the only location running FloatFit Classes in the area.

Successful classes are consistently full, fun and challenging. This encourages attendees to continue coming back.

Note: it is six times more expensive to find a new participant than to keep an existing one.

Goals



Keep classes
successful

Ensure
participants return

Get the most out
of FloatFit Classes



Build demand
for classes

Build
communication

Make FloatFit a
success

scheduling

Timing of classes is very important and, frequently, the main reason for attendance. Correct scheduling can make or break the success of any group exercise class.

When adding FloatFit to the timetable consider the timings of other classes, when peak times are and any other events. If other unsuccessful classes have previously run at a certain time, participants may have found it difficult to attend.

We recommend running more than 1 type of FloatFit class to appeal to a wider group of people. For example run FloatFit HIIT as well as FloatFit BALANCE and make the most out of your AquaBase. If you run FloatFit GROW add it as an exit pathway to swimming lessons or run it as a 4-6 week course in the school holidays.

Consider the type of classes you are running at similar times:

If there are two HIIT classes running at the same time, one is likely to be more popular than the other. Giving members one option ensures the classes are full.

Running classes at peak and off-peak times:

Clubs are quieter during off-peak times. Try to schedule FloatFit classes at peak times when there are more members in the club.

If running FloatFit classes at off-peak times make sure the class type suits the demographic available. For example - run FloatFit BALANCE in the afternoon when an older demographic is available as this is a lower-tempo class.

Keep the schedule consistent:

Avoid switching class times each week. A consistent approach ensures that participants regularly attend every week at the same time. Constant changes lead to participants forgetting what time a class is.

Schedule FloatFit Classes with enough time for the set up and close down:

It is frustrating for participants to have only half a workout if they have only 30 minutes to set up, exercise and leave the class. The more time spent on the AquaBase, the happier the class attendees will be.

Vary the FloatFit offering by including different group exercise classes. If the majority of classes are HIIT, try offering a different FloatFit class to mix it up. Adding BALANCE to your timetable will attract different participants to the classes.

class formats

All FloatFit programmes are designed and tested by exercise experts with years of experience. Designed specifically for maximum effectiveness and fun for all participants. Making them suitable for all ages and abilities.

FloatFit Class formats must be followed:

This ensures the participants receive the best class possible. The consistency of the class formats means attendees continue to return as they know they will be receiving a great class. Disappointing classes are a big factor in participants not returning to the class.

Make the most of the Quarterly FloatFit Releases:

Quarterly Releases are available on the Online Portal and are designed to give variation to the FloatFit classes. The releases ensure that there are new classes every 3 months keeping participants interested and coming back each week. We recommend doing a 'mini launch' for each new quarterly release to keep participants engaged and build excitement.

Progression and regression within the classes:

The great thing with FloatFit Classes is the majority of moves can be made easier or harder depending on the ability of the individual. This allows each participant to be challenged in every FloatFit class they attend. Make sure that the instructor is comfortable with how to progress and regress each exercise in the release.

Add music to your classes:

FloatFit does not provide a soundtrack to workouts allowing instructors the freedom to choose the music they would prefer to teach with. Participants appreciate music variety while exercising as this makes the classes more interesting and motivating.



promotion

Promotion of FloatFit Classes are a great way to increase the attendance and make people aware that you are running them. External promotion will also help to increase membership.

Make sure you advertise FloatFit classes as: FloatFit HIIT, FloatFit BALANCE and FloatFit GROW on your group exercise timetable and website. This will ensure participants know which style class they are attending and what to expect. Use our 'Energy' and 'Calories' icons to help inform members.

The original high intensity interval workout on water.
A 30 minute full body class. Includes squats, mountain climbers and lunges. All exercises are continually challenged by the constant movement of the water. FloatFit HIIT Classes provide levels of difficulty to suit all abilities

hiit



Fun and fitness ON WATER. An action-packed class designed to motivate children to stay active and maintain a happy, healthy lifestyle. Recommended for 10+ years. Must be able to swim.
Great exit pathway for swim schools

grow



Inspired by Yoga and Pilates. 30 minutes designed to boost mental wellbeing and challenge balance. Merging breath and movement to strengthen body and mind. Participants improve body imbalances and strengthen core stability.

balance



Social Media is inexpensive and has the ability to reach a huge amount of people. One of our videos received over 100 million views online.

Make flyers available for members to pick up. This allows information to be distributed between friends and family.

Banners and posters are a very effective way to notify the public that FloatFit Classes are running in the facility.

Word of mouth is one of the best ways to promote classes. When a person is passionate about FloatFit they tell their friends and will encourage them to attend a class. This creates a network of awareness.

Your website should be up to date with all the information about the relevant classes. Include class descriptions, make them aware of any specific requirements and what they can expect attending a class. The majority of people will be using your website to look for classes. Make sure the website is up to date to avoid disappointment.

instructors

FloatFit Instructors have an important job of keeping the FloatFit Classes fun, exciting and challenging. Instructors have a big influence on participants returning.

Only use qualified FloatFit Instructors to teach FloatFit Classes:

AquaPhysical provide a high standard of teaching for all FloatFit Instructors to ensure that they can follow the FloatFit formats and style.

FloatFit Instructor Training provides everything needed to teach a fantastic class.

When FloatFit Instructors are teaching a class:

It is essential that it is a friendly environment allowing participants to feel comfortable. FloatFit is a fun class and this should come across in the teaching.

Ensure FloatFit Instructors are teaching the correct class programmes:

All FloatFit programmes are designed to ensure all participants have a fun and challenging workout. Using other programming could mean participants stop attending future classes.

It is essential FloatFit Instructors are using the Online Portal:

The portal contains everything that is needed to ensure classes are a success. Quarterly releases and monthly updates provide a variety of options for all instructors ensuring all classes can be different.



building demand

FloatFit is a popular class. Having a demand for the class will ensure classes continue to be popular and all places are full. In cities we see a huge interest in people wanting to take FloatFit classes. It is key to make a good first impression to keep them coming back.

Promote classes as soon as you have a timetable organised:

This allows time for potential participants to become aware of the FloatFit Classes and make plans to book.

Allow potential participants to book classes early:

Always give an option to book onto classes as soon as possible.

Filling classes early will show that they are very popular and in high demand.

Early booking is also useful to know what resources are needed.

Make sure you have a waiting list and add interested people on to it:

Rather than asking them to check back in the future it is better to reassure them that when there is a free space they will be placed in a class.

This creates an exclusivity for the classes.

Participants are more likely to attend as there are limited spaces.

Limit the number of classes that are available:

Avoid having multiple classes on multiple days

This will avoid empty classes as there are only a few dates and times that are available to attend.



open sessions

Open sessions are a great way for people to try FloatFit. Members can be hesitant to try a brand-new group exercise class. During open sessions it can be helpful to have an instructor in the water helping people get on the AquaBase for the first time – as well as giving tips and encouragement.

Trying a class and finding their feet using an AquaBase will definitely encourage participants to want to come back and join a class every week.

Providing a free class encourages members to try FloatFit at no financial risk to themselves. This is a popular idea when introducing a whole new concept to a location, this way they receive the full FloatFit experience.

Use demonstration classes to get interest. FloatFit is an eye-catching activity, when a class is happening in the pool all eyes will be on the class. This will guarantee interest and excitement around your classes.



consistency

Constantly having a great class is what will bring regular participants to FloatFit Classes.

Keeping the quality consistent each week will ensure classes stay full.

Try and keep the same instructor teaching the same class every week:

Participants often mention that instructors are a main reason they keep attending classes.

Using the same instructors each week creates a rapport between participants and instructor.

Keep the class formats consistent using the specific FloatFit Class formats:

If instructors are left to make up their own classes this can sometimes cause issues with quality and consistency. The FloatFit releases are designed to keep participants engaged and provide progressions and regressions for all abilities.

Participants have an expectancy when attending a group exercise class:

Ensure the classes are always great and meet the expectations of the participants and they will come back.

One bad class can make a participant stop attending classes in the future.

Limit the amount of changes to the FloatFit schedule:

Keep the class times the same each week.

Regular changes to the timetable lead to participants being unable to attend their usual class.

This could have an effect on class attendance.

Participants choose exercises classes that fit in with their own schedule.



communication

Communication is integral to running successful group exercise classes. There should be open dialogue between everybody involved to ensure feedback is being received and necessary changes made. If communication is poor, important information can be overlooked. This will lead to unsuccessful classes and unhappy customers.

Ensure there is regular communication with instructors:

The instructors will be the first to notice if the programming is working, participants are enjoying classes or other issues that might arise from the classes.

It is important to listen to the instructors as they are one of the most important parts of successful classes. When instructors enjoy teaching and are passionate about the FloatFit class - classes will be successful.

Open communication with the people that are attending classes:

It is vital that there is direct feedback about what participants like and dislike about the programme.

If possible, make changes requested. Especially if made by multiple participants. The participants determine if classes are successful and continue running.

Communicate with other staff that are working at your location:

Operationally they are a good point of contact.

They will be the first to know if there are issues with class timings or the classes are disrupting other members.

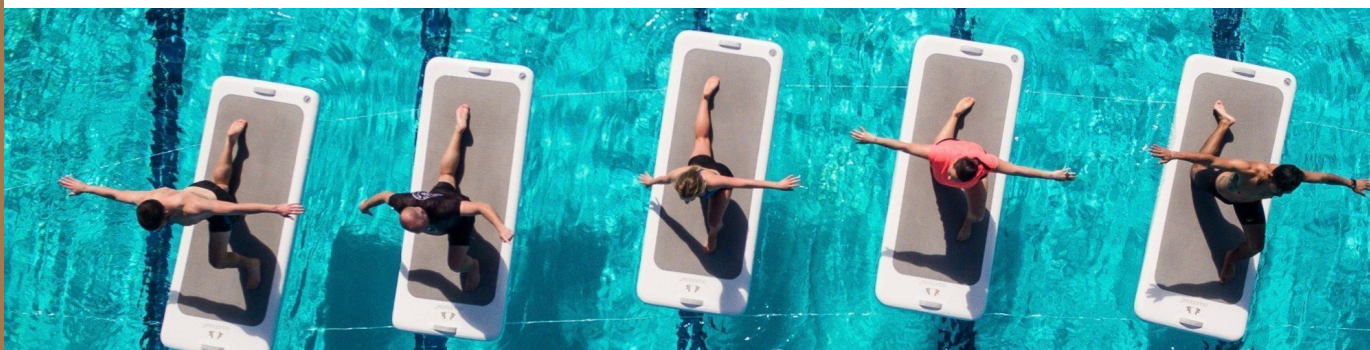
It is important to have their feedback to keep the whole centre running smoothly.

Make sure there is communication with members that are not taking classes:

It is important to hear their feedback if there are issues affecting them.

Have feedback forms across the facility:

Make sure these are easy to fill in and find for anyone wanting to leave some feedback



online portal

The Online Portal contains everything you need to run successful FloatFit Classes.

New releases are available every 3 months only on the Online Portal:

It includes marketing materials updated every quarter to promote FloatFit classes and much more.

Using the Online Portal is essential for the success of your classes.

When a new programme is released:

This can be made into a launch event to build new interest in the FloatFit classes including using challenges or special offers.

New releases can also turn around those who may not have enjoyed their first class. They might find it more enjoyable trying a new format.

The new marketing materials can be used for a variety of promotions. Roller banners, posters, flyers displayed throughout the facility or any other promotional use you can think of. There is also digital marketing material which is perfect for use on social media, your website or elsewhere online.

We can provide personalised materials if required.



contact aquaphysical

The best resource available for successful classes is AquaPhysical.

The AquaPhysical team have years of experience and an extensive knowledge base. There is not a question that the team do not know the answer to about running FloatFit classes. We are on hand to support you with any issues and ensure that your FloatFit classes are a huge success.

Contact us by phone or email.

+44 (0) 8000 190 150 or info@aquaphysical.com

We aim to respond to all enquires within 24hours.

summary

- AquaPhysical want your classes to be a success and will do everything possible to help you achieve this.
- This guide will give you tips that can be implemented to ensure that the FloatFit Classes are great and continue to be great for many years.
- Use this guide as the foundation for your FloatFit programmes. Constantly monitor and improve classes and they will be a huge success.
- We advise you to set up a programme and continually monitor it. It needs some effort and constant nurturing to ensure positive results but it will be worth it!

If you have any questions, do not hesitate to contact us.

info@aquaphysical.com or +44 (0) 8000 190 150





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