

CLUB OPERATIONS STANDARDS

Pre-Planning (4–6 Weeks Before)

Action	Details	Responsible
Choose launch date	Coordinate with HQ (avoid public holidays)	Franchise Owner
Theme & branding	Align with “Train Hard. Recover Smarter.”	HQ Marketing
Prepare run sheet	Create detailed event schedule	Manager / HQ
Confirm guests	Local officials, sponsors, influencers, members	Franchise Owner
Assign roles	MC, photographer, videographer, tour guide, check-in	Centre Manager
Send invitations	Email + social media announcement	Marketing Team
Media release	Submit to local media and fitness directories	KodeO Digital

Deliverable: Event confirmed, invitations sent, roles assigned.

Preparation (2–3 Weeks Before)

Area	Checklist
Marketing & Promotion	Social media countdown posts (7-day series), email blast, ads push
Signage	UAC pull-up banners, welcome arch, directional signs, recovery posters
Branding Collateral	Balloons (red/white/gray), merchandise, giveaways, membership brochures
Facility Readiness	Equipment clean & functional, recovery area ready, music system tested
Tech & Systems	GymMaster check-ins working, Wi-Fi & POS active
Event Staff Training	All staff briefed on talking points, membership pricing, and event flow

CLUB OPERATIONS STANDARDS

Activation (1 Week Before)

Action	Description	Responsible
Full event rehearsal	Walk-through with all staff, confirm timing and flow	Centre Manager
Decor & setup	Balloons, banners, lighting, scent setup (Scent Australia)	Staff
Signage placement	Directional signs, safety signs, entry banner	Marketing / Ops
Giveaway prep	Free passes, merch, hydration station	Admin
Partner setup	Sponsors and vendors finalize tables/displays	Franchise Owner
Music & Lighting	Playlist via HQ Spotify, LED lights adjusted	Manager
Emergency & safety check	Fire exits clear, first aid ready, AED visible	Manager / Staff

Event Day (Launch)

Time	Activity	Responsible
7:30 AM	Staff briefing & final check	Centre Manager
8:00 AM	Doors open – guest check-in & welcome drinks	Admin / Coaches
8:30 AM	Facility tours begin (Recovery, Gym, Court)	Coaches
9:00 AM	Opening ceremony – ribbon cutting & welcome speech	Owner / HQ Rep
9:30 AM	Demo classes – Basketball, S&C, Recovery showcase	Coaches
10:30 AM	Sponsor highlights & community recognition	MC
11:00 AM	Raffle draw / giveaways	Admin
11:30 AM	Membership offer announcement	Manager
12:00 PM	Networking & media interviews	Marketing / HQ
1:00 PM	Event wrap-up & team debrief	All Staff

CLUB OPERATIONS STANDARDS

Marketing Activation During Event

Action	Platform / Tool	Responsible
Live story coverage	Instagram, Facebook	Marketing Team
Hashtag campaign	#UACGrandOpening #TrainHardRecoverSmarter	Marketing
Photo & video capture	Short-form content for reels	Photographer / Coach
Lead capture	GymMaster kiosk / QR code registration	Front Desk
Media interview & press highlights	Local outlets	Franchise Owner / HQ

Membership & Sales Focus

- Founding Member Offer: Limited-time rate valid for 48 hours post-event.
- Follow-Up:
 - All leads added to GymMaster.
 - Call & email follow-up within 24 hours.
 - Include “Thank you for visiting” email with joining link.

Post-Event Wrap-Up (Within 3 Days)

Action	Deliverable	Responsible
Lead upload & follow-up	Updated CRM / GymMaster	Front Desk
Media recap post	Photo album + thank-you message	Marketing
Tag sponsors & guests	Instagram / Facebook post	Marketing
Team debrief	Lessons learned & feedback	Manager
HQ reporting	Event Summary Report submitted to Franchise Support	Manager

**UNIVERSAL ATHLETE
CENTRE**

CLUB OPERATIONS STANDARDS

Safety & Compliance

- All exits, alarms, and fire extinguishers visible and functional.
- First Aid kit and AED available near front desk.
- Staff trained in emergency response (as per Fire Safety SOP).
- Alcohol service (if any) must be licensed and approved by local council.

Recommended Materials List

- UAC Event Banner Set (supplied by HQ)
- Portable speaker / mic system
- Photo backdrop + logo wall
- GymMaster tablet or kiosk for check-in
- Red carpet or entry archway
- UAC merchandise (shirts, towels, bottles)
- Printed brochures, flyers, and QR codes
- Cleaning and sanitizing materials
- Scent diffuser (Scent Australia)

Reporting & Metrics

Metric	Target / Description	Owner
Event attendance	150+ attendees	Manager
Membership sign-ups	30–50 founding members	Sales Team
Lead collection	200+ local leads	Front Desk
Social engagement	5%+ engagement rate	KodeO Digital
ROI Summary	2:1 return on ad spend	HQ

Review & Continuous Improvement

- Submit Grand Opening Summary Report to Franchise Support Officer within 5 business days.
- HQ to review outcomes (attendance, conversion, feedback).
- Lessons incorporated into the next version of launch checklist.

Optional Add-Ons

- Guest speakers (local athletes / ambassadors)
- Sponsored giveaways (nutrition, apparel, recovery products)
- Content booth (“I Trained at UAC” backdrop)
- Mini skills challenge or 3-point contest

**UNIVERSAL ATHLETE
CENTRE**



4–6 WEEKS BEFORE – PLANNING

- Confirm event date, theme, and time with HQ
- Prepare run sheet and event flow (opening, demos, speeches)
- Identify & invite VIPs, partners, sponsors, and local media
- Assign staff roles – MC, check-in, tours, media, safety
- Submit budget & promo plan to HQ for approval
- Send email invites and launch social “Coming Soon” countdown

2–3 WEEKS BEFORE – PREPARATION

- Create & schedule social media content (KodeO / Franchise)
- Confirm giveaways, signage, balloons, banners, merchandise
- Print flyers, QR codes, and price sheets
- Deep clean and stage gym, recovery, basketball, reception areas
- Test GymMaster access, POS, Wi-Fi, music, lighting, scent
- Conduct staff briefing on sales, tour scripts, and event flow

1 WEEK BEFORE – ACTIVATION

- Run full event rehearsal with all staff
- Confirm sponsors & vendors setup positions
- Finalize decor & directional signage installation
- Test sound system, microphone, and lighting
- Prepare hydration & refreshment station
- Post daily social story countdowns (T-7 to T-1)

EVENT DAY – EXECUTION

- ⌚ 7:30 AM: Final staff briefing & safety check
- ⌚ 8:00 AM: Doors open – guest welcome & check-in
- ⌚ 8:30 AM: Facility tours begin (gym, recovery, basketball court)
- ⌚ 9:00 AM: Ribbon cutting & welcome speech (Owner/HQ Rep)
- ⌚ 9:30 AM: Demo sessions & community challenges
- ⌚ 10:30 AM: Sponsor highlights, giveaways, raffle
- ⌚ 11:00 AM: Membership offer announcement
- ⌚ 12:00 PM: Networking & wrap-up

Target Metrics

- 150+ attendees
- 30–50 founding memberships
- 200+ new leads
- 5%+ social engagement
- 48-hour conversion follow-up complete