

## 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        | Kode0 Digital   |

**Deliverable:** Event confirmed, invitations sent, roles assigned.

## Preparation (2–3 Weeks Before)

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

## Activation (1 Week Before)

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

## Marketing Activation During Event

| Action                             | Platform / Tool                              | Responsible          |
|------------------------------------|--|----------------------|
| Live story coverage                | Instagram, Facebook                          | Marketing Team       |
| Hashtag campaign                   | #UACGrandOpening<br>#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     |

## 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    | Kode0 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



## 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 (Kode0 / 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