



PINOT & PILATES

PRESENTED BY FERNWOOD

Sip, Stretch, Unwind

PINOT + PILATES
TOOLKIT

FITNESS
fernwood®

CAMPAIGN OVERVIEW

OFFER: PINOT + PILATES EXCLUSIVE EVENT

TYPE: LEAD GENERATION + COMMUNITY ENGAGEMENT + CALL TO ACTION

FOCUS: COMMUNITY

THE BENEFITS OF RUNNING A PINOT + PILATES CLUB EVENT

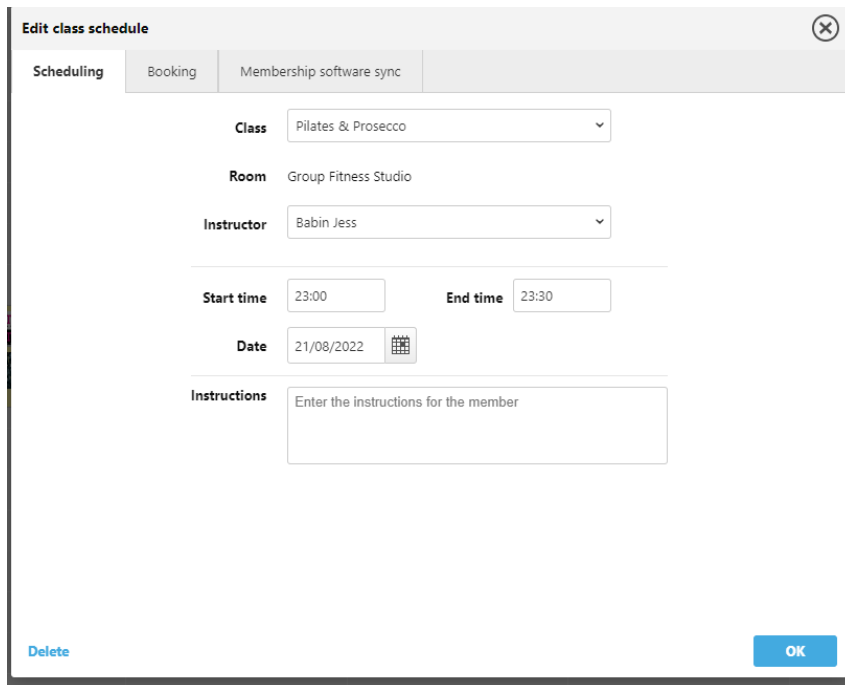
- Outreach to women in the local community who may not have visited your club/s before
- Opportunity to engage prospective members in a fun, casual environment
- Dedicated opportunity for existing members to bring their friends to the club for an extra special introduction to Fernwood, Pilates and fitness, while highlighting the supportive community and other KSP of Fernwood
- Highlight Fernwood's community element to cement our position as the experts in women's health and fitness
- Enhance brand awareness by bringing women in-club, sharing our extensive offerings and encouraging women to visualise themselves at Fernwood
- Connect with family and friends of staff
- Share the magic of Fernwood – we're serious about health and fitness, but we're fun too and love coming together as a community

CAMPAIGN PERIOD

This campaign can be used at any time. We encourage clubs to use Pinot + Pilates as an exclusive club event for Women's Health Week 2022 and once or twice per year.

SELLING TICKETS & PROCESSING BOOKINGS

To schedule your Pilates & Prosecco event in club, we have set up a new class called **Pilates & Prosecco** which is available in PMW to add to your schedule.

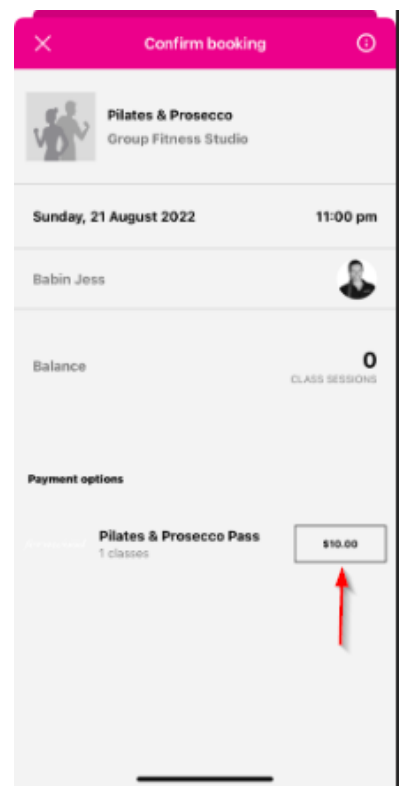


The screenshot shows a web application window titled "Edit class schedule" with a close button (X) in the top right corner. The window has three tabs: "Scheduling" (selected), "Booking", and "Membership software sync". The "Scheduling" tab contains the following fields:

- Class:** A dropdown menu with "Pilates & Prosecco" selected.
- Room:** A text field with "Group Fitness Studio" entered.
- Instructor:** A dropdown menu with "Babin Jess" selected.
- Start time:** A text field with "23:00" entered.
- End time:** A text field with "23:30" entered.
- Date:** A text field with "21/08/2022" entered, next to a calendar icon.
- Instructions:** A text area with the placeholder text "Enter the instructions for the member".

At the bottom left of the window is a "Delete" link, and at the bottom right is an "OK" button.

As this is a paid for event in club, we have linked this with a session pass that can be purchased prior to booking in via the Fernwood App. All members will be required to purchase their session prior to being able to reserve their spot when purchasing via the app.



The screenshot shows a mobile application screen titled "Confirm booking" with a close button (X) and a refresh icon (circular arrow) in the top right corner. The screen displays the following information:

- Class:** "Pilates & Prosecco" with a group icon and "Group Fitness Studio" below it.
- Date and Time:** "Sunday, 21 August 2022" and "11:00 pm".
- Instructor:** "Babin Jess" with a profile picture.
- Balance:** "0" with "CLASS SESSIONS" below it.
- Payment options:** A section titled "Payment options" showing "Pilates & Prosecco Pass" for "1 classes" with a price of "\$10.00". A red arrow points to the "\$10.00" price.

This purchase amount will just be added onto their next club direct debit.

Non-Members

Any non-members wanting to participate in the event, are best to make their purchase directly via the club so they can reserve their spot in the class and pay for their pass up front.

MARKETING COLLATERAL

Editable creative to promote a Pinot + Pilates event are now available on Canva under [Folders > Local Area Marketing > Pinot + Pilates Event](#), including:

- A3 & A4 posters
- Email banners
- Social media images

SMS COPY

- Hey [first name], join us for Pinot + Pilates! Sip, stretch and unwind. [EVENT DATE] [EVENT TIME]. Bookings essential!
- Hey [first name], you're invited to Pinot + Pilates! [EVENT DATE] [EVENT TIME]. Limited places, call now to book!
- Hey [first name], join us at Fernwood [CLUB NAME] for Pinot + Pilates! [EVENT DATE] [EVENT TIME]. Reply PINOT to book!

SALES TIPS

This is an amazing opportunity to get leads, members and their friends and families in-club for a fun and unique experience.

When is a good time to run a Pinot + Pilates event?

As you plan a Pinot + Pilates event, sales are a high priority. While a Pinot + Pilates event is a great lead generator, the day should also present a strong call to action with an up-sell offer for current members and /or a membership offer for non-members attending the event.

We recommend hosting this kind of event on a Thursday or Friday evening when it is commonly quieter in club.

Objectives

Take some time to establish your objectives and prioritise. See below as a guide – these are just ideas to help structure your own objectives and priorities

- A fun day for members/community
- Generate new leads from the community
- Referrals
- New memberships
- Upgrades

Once you formalise your top objectives, allocate your resources accordingly and share this clear vision with the team so everyone understands the priority of the day.

Create your Pinot + Pilates offer for each target audience

Exclusive **member** upgrade offers

Membership offers for **local community**

Welcome back offer to **past members**

Exclusive membership offer for **Friends and family members of your staff**

Invitation

So, who is ready to start promoting their Pinot and Pilates event?

- Roll out the red carpet and pour the pinot!
- The sky's the limit so get creative, but remember, all activities lead back to required objective/s
- Assign a team member who is going to make everyone feel like a VIP and roll out the red-carpet treatment. Example tasks include handing out goodie bags or running a competition to win reformer Pilates sessions
- Lead by example – bring the energy
- Decorate the club so there is absolutely no doubt that something very important is happening!
- Create your invitation by simply editing the template in Canva
- Be clear with your “register now” and also your “call to action on the day”
- Create a communication plan for each target audience above