

# How to Plan a Pop-Up Event for Your Fitness and Wellness Studio: A Checklist

Pop-ups are popping up everywhere. These events provide special opportunities for fitness and wellness brands in particular to showcase the benefits of their services outside of their regular locations.

Is your fitness and wellness brand ready to capitalize on the pop-up trend? Here's what you should know, and what you'll need for success:

## Why a pop-up?

These fun and exciting events are a great opportunity to try something new with your brand.

They give you the opportunity to bring people into your gym or studio who may not have come otherwise. Pop-ups are also an ideal way to generate buzz for a new studio location or new class offering.

## Common types of pop-ups:

- Local parks and other open spaces:** Taking advantage of a local park or other open-area space to host a class is a great way to draw attention to your fitness brand.
- Trucks and mobile options:** These are super versatile and allow you to set up your pop-up nearly anywhere. Fitness businesses that use a considerable amount of equipment or showcase merchandise might consider using this type of pop-up option.
- Within a shopping centre or vacant street-level space:** Many shopping centres are [making way for pop-up shops and events](#) within storefronts near their big-box anchor stores. These larger spaces can even accommodate exhibition pop-up events to spotlight new offerings. Note: Pop-ups within a shopping centre may require permitting.
- Store-within-a-store:** This type of pop-up provides a great cross-promotional opportunity and can help store owners with a little extra room offer something different for patrons. If your fitness brand partners with a local business, a store-within-a-store is a fantastic way to highlight that partnership and the benefits for both brands' customers.

## What you'll need:

- A main offering to highlight:** Pop-ups for fitness and wellness businesses work best when they highlight a single or small collection of offerings. For instance, you could use a store-within-a-store event to showcase a specific line of merchandise or host a class at a local park to highlight a new service.

- A location:** Once you've decided on the main item or workout you'll be highlighting, you can choose a venue that will best fit your needs. This might include a local park or cafe, or a partner's studio.
- Licensing, permits and insurance:** Certain venues, like parks or festivals, might require a permit or specialized insurance. Check on these things beforehand to make sure you have the proper paperwork in order.
- Rentals:** Depending on the type of pop-up you're hosting, you might need a tent, table, lighting or other items to support the event. Rent these ahead of time so you're not scrambling to set things up the day of.
- Staff:** If you're hosting a pop-up class or highlighting a new line of merchandise, you'll need an instructor to lead or employees to ring up product purchases. Make sure someone on your team is responsible for getting contact information for new customers. You'll want to follow up after the fact to continue the conversation; you might consider offering an exclusive discount to retain your new customers and keep your brand top of mind.

## Consider cross-promoting:

- Bring on a partner:** Consider bringing in other local businesses with complementary offerings or services to draw even more attention to the event. Think about offering snacks and refreshments to reward a hard workout.
- Don't forget the retail:** Make sure to include branded merchandise and materials about your gym or studio's membership rates, class offerings and other services.

## How to market the event:

- Create a buzz in advance:** Publicize the event at your gym or studio as well as on your website. Have instructors make an announcement about the event after every class in the two weeks leading up to the event.
- Promote the day of:** Posting flyers in high-traffic areas can help you draw impromptu visitors to the event.
- Leverage social media:** Create a hashtag and market the event on [Facebook](#), [Instagram](#) and the other social media sites your brand uses to raise awareness and drive more traffic. Give customers an area to take photos and ask them to use your hashtag if they post on social media.



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