



TeamUp
A DaySmart[™] Company

Generate Income with Retreats & Events

**How to expand your offering at
your facility and beyond**



**Your free
downloadable guide**

Generate Income with Retreats & Events

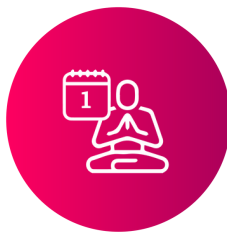
There is high demand within the fitness community to seek out alternative ways to generate revenue.

Many fitness professionals are missing out on a huge opportunity to offer events and retreats as additional services. This guide aims to help you bridge that gap by demonstrating how you can create events and retreats that are profitable for your business, and easy to book and manage.

Types of offsite events:



Workshops



Day Retreats



**Multi-Day
Retreats**



Festivals



**Community
Classes**



Social Events

The sky's the limit.

Read on to learn which is the right event for you and gather the tools to make it a success.

The Benefits of Retreats & Events

As a business owner, it's important to find ways to generate revenue. Hosting your own retreats and events can give you even more in return.

Get out of your comfort zone

Organizing retreats and events enables you to grow and promote your offerings to different spaces outside of what you already offer. It gives people an opportunity to learn or experience something new and is motivation for you to stay cutting edge. Competition in the fitness industry is growing and we're living in an increasingly tough economy. You need to find ways to stay in people's minds and ensure they continue to choose your services.

Grow your network

When considering events and retreats, it's important to keep an open mind and not just think of you and your business. It's the perfect excuse to raise your profile and build new contacts in the local community. You're bound to meet like minded people with interesting ideas. It's also an effective way to stay in the loop about upcoming events where you can promote your services and potentially find some sponsors to help take the financial pressure off.

Create a community

Events require effort, energy, and money. They're also a good future investment, allowing you to connect in person with a wider audience of potential repeat customers. Look after your audience and they will be there to support you as you grow and expand beyond the physical walls of your facility.



Understanding Retreats & Events

If you're new to the concept of hosting your own retreats or events, it's only natural that you might feel a bit out of your comfort zone. Here are some tips to help you start on the right foot.



1

Start small

Avoid adding stress to what should be an exciting boost for your business and reputation by allowing yourself to start small.

Although your end goal is to create events outside of your regular facility, there's nothing wrong with hosting your first, second, or even third event in your own space. Holding a smaller community class allows you to gain experience and make any rookie mistakes while building up to something bigger.



2

Know your audience

For maximum success and profits, it's so important to know your niche. Before investing your time and money, know exactly who you want to attract, where to find them, and what they want. Consider existing members, family and friends, social media followers, peers, businesses, and like minded groups. Is your target outgoing and adventurous or do they prefer something quiet and convenient online? Check social media to see what they might be interested in.



Understanding Retreats & Events



3

Choose the right location

Explore what's happening in your area. If there are any local festivals happening, it's always worth reaching out to see if you can get involved. They tend to have higher visibility and foot traffic, which can help you attract more people. You'll also have the chance to showcase your services to attendees who didn't specifically buy a ticket for you. If it's an in-door venue, make sure it adheres to safety regulations, has adequate ventilation, and emergency exits.



4

Build a team

You don't have to go it alone. Reach out to interesting figures in the community about a collaboration. Think of people who complement your offering to create a holistic wellness experience. It could be another business owner, local artist, musician, or vendor. Get to know one another before diving into anything binding to ensure you have a similar vision.

Tip: If you're not so well-known in your industry or are on a strict budget, collaborations can be a great way to raise your profile.

Understanding Retreats & Events



5

Set the scene

Make sure the type of event matches the venue. For example, create a calming vibe by choosing a pleasant outdoor space like a quiet beach or a leafy green park for a yoga event. You can also consider renting a community space, local facility, or even an Airbnb. Check any paperwork regarding what you're allowed to move or change before transforming the place into the perfect spot to hold your event.

Tip: Check everyone involved has the correct certifications and experience. The right skills and a friendly demeanor contribute to a positive and encouraging atmosphere.



The price is right

Set your ticket prices too cheap and you undervalue yourself and your offering. Price them too high and you risk no one signing up, leaving you out of pocket or worse, having to cancel the event. How do you determine a fair value?

Tip: Consider your pre-during-post costs and create your pricing plan around the entire event.

+ Know your resources

Understanding local market rates will help define your price. Touch base with instructors and people you already know. Maybe somebody on your team is a holistic and wellness provider, does massage or aromatherapy - that's another potential resource you have to offer. Consider combining your services to offer a unique experience and save some money on both sides.

Tip: Think of out-of-the-box ways to make your event stand out and save on costs, i.e. sponsors, vendors, partner brands, and trades.

+ Do your research

See what other people are doing and identify gaps or demand you could fill with your services. Make a list of what you discover. If you're a visual person, it can be helpful to create a vision board or use your notes to create a business plan. Include a description of your offering, budgeting, marketing strategies, and an operational plan.



The price is right

+ Think big but think smart

Be ambitious but be careful not to overspend and put yourself in a financial hole. If it's your first event or especially your first retreat, it's very rare that you'll turn a profit. However if you break even, it's a way of attracting new clients and realizing your own potential.

Tip: Offering occasional freebies like a community class will raise your profile locally, let you test out new approaches before investing, and create buzz - everybody loves free things!

+ Donation-based sessions

Depending on where you are, you might not be allowed to charge for events in public spaces. One option is to accept donations instead of a fixed fee. You could give back to the community by donating part of your proceeds to a local charity.

+ Invest in a reliable tool

Stop chasing payments and use software like [TeamUp](https://www.teamup.com/) to create payment plans. You can even automate incoming funds to really take the pressure off, especially for large events and retreats with multiple payment types and deposits.

Prevention is better than cure



Make sure to protect yourself financially amid the building excitement. Hopefully your event will go without a hitch but never take that risk.

Draw up a contract

Even if you're collaborating with a close friend, when money's involved, it's important to have a written agreement so everyone knows their responsibilities and how any profits will be split. This also applies to any spaces you hire. Check the contract before you sign to understand any hidden fees. If in doubt, have a lawyer take a look. It's always better to be safe than sorry.

Have a valid insurance policy

In addition to following all safety protocols in your area, having valid insurance is absolutely non-negotiable when running your own events to protect yourself from potential liabilities.

Check your current insurance to see exactly what is covered - particularly if your event is in a different location than your facility or is an outdoor event.

If you need to contract an additional policy, research what's available in your area, what is covered, and compare with multiple companies to secure the best deal.

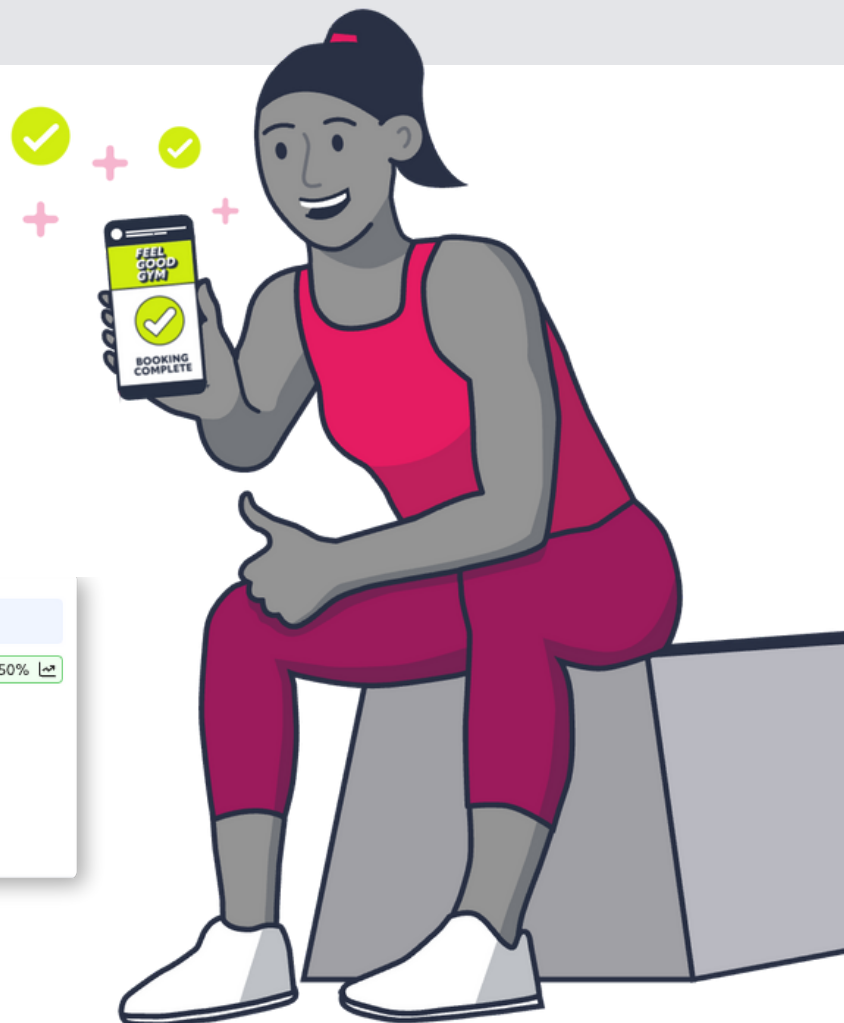
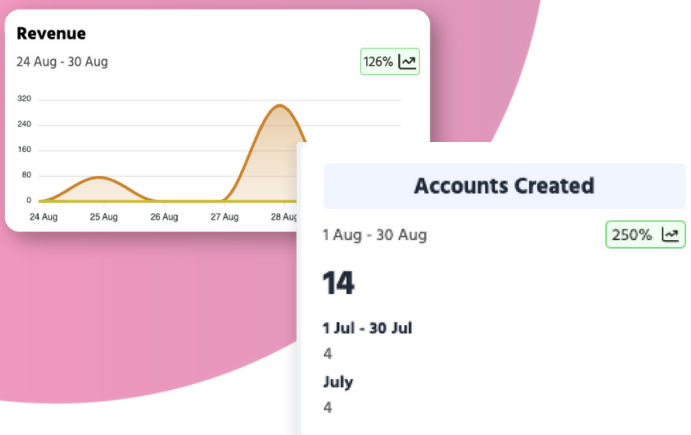
You might want to consider policies that allow you to add on different people per event, such as staff and guests as well as expensive equipment e.g. if you have a DJ on site.

Prevention is better than cure

Prepare against cancellations

People's plans change. This shouldn't have a big impact on a small event. For retreats or events where you had to put down a large deposit on a venue, or where there is a finite number of attendees, however, don't be afraid to offer zero refunds on your tickets. Prevent problems further down the line by posting a disclaimer on your site before a client makes a purchase. You could offer a gesture of goodwill and allow tickets to be transferable but this is at your own discretion.

Tip: In the event of any ticket transfers, make sure all waivers, policies, and contracts are updated with the new attendee's details.



Plan your Marketing Strategy

Marketing plays a vital role in attracting new audiences by increasing your visibility. The size of your event, and the amount of money you invested, should directly dictate when you launch your campaign and open ticket sales.

Recommended timeline



Retreats

Aim to have the planning stages wrapped up 6 months before you start advertising.



Large Events

Make your announcement and start rolling out teasers 2 months to 6 weeks in advance.



Small Events

3 to 4 weeks ahead is usually enough time.

Where to advertise

Consider your event topic, target audience, and where they're most likely to learn about your event. Use this information to draft a plan and get people excited about your event.



Website:

Update your website with the details of your events - date, time, and how to buy a ticket. Write an attractive description that encourages people to read on and see what your event is about.



Socials:

Use your social media channels to create engaging content such as exclusive announcements, exciting teasers, photos and videos of past events, success stories, and answer questions from your followers.



Email:

Reach out to people who already know you or attended past events through an engaging email.



Paid Ads:

Using media like Facebook Ads to promote your ads can help reach more people.



Flyers:

Ask to display flyers or posters in local stores, coffee shops, and libraries for maximum exposure.

Tip: Try offering an early bird discount to get the ball rolling and receive deposits earlier.

Evaluating your Retreat or Event's Success

Data is priceless.

After your event, remember to ask your attendees for feedback. Collecting feedback and improving based on that input highlights your dedication to provide premium events, increasing their chances of coming back.

Positive comments are a win and any negative comments can be worked on and improved for your next event.

Hold a debriefing session with any staff and collaborators to share how you feel the event went and get their thoughts. Use your learnings to tweak and adjust your strategy for future events.

Tip: TeamUp's Community Happiness tool helps nurture your brand reputation, making it easier to collect reviews and share the love from your event on Google and Facebook for all to see.



3 Expert tips from Laura Monk, founder of pop-up yoga business Soulfish

- + Dream big but dream logical**
Think outside the box but be careful with your finances.
- + Be resourceful**
Test out natural beauty spots or interesting locations near you.
- + Learn through trial and error**
Analyze your mistakes to see what you can do better next time.

Thanks for reading!

For more hands-on learning and ideas to grow your business and increase customer retention, check out our on-demand webinar sessions: <https://goteamup.com/resources/webinars>

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more free
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