



234 Congress St 4th floor, Boston, MA 02110

AFFILIATE EVENT TIPS FOR PARTICIPATION:

- **Get coaches/team members engaged and passionate about DEKA. They are your influencers.**
- **Cancel all classes for your event. Make it the only option. Make it mandatory. In most cases, your members will do what you tell them to do!**
- **Develop a DEKA Training program leading up to your event. Charge for it. Establish a baseline for each member. Your event is their “game day”. Creates more awareness and excitement leading up to your event.**
- **Network and collaborate with other gym owners in your market. Invite them and their members. It’s magical when the fitness community comes together.**
- **Use your 10 free entry codes.**
- **Utilize the marketing asset that we provide. Post on social media. Send to email lists. Print and post up in your facility.**
- **Promote the event weekly on social (posts and stories). Be creative and repetitive. Treat it like a commercial.**
- **Use DEKA STRONG as your assessment for all new and existing members. Use it to gamify and promote exercise adherence.**
- **Track DEKA Marks. Post on your private pages and within your facility. Use for motivation. Make the marks your scoreboard of fitness.**
- **Schedule 1-2 DEKA specific classes on the schedule per week (outside of DEKA Training schedule)**