



EVENTS, COMMUNITY AND COMPETITION

# A SIMPLE EVENT FORMAT FOR TEAM ENERGY, CONNECTION AND COMMUNITY MOMENTUM.

For gyms that want a fast event concept that gets members training, inviting, competing and belonging.

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## BEFORE YOU READ THIS

Use the structure, adjust the distances and make it fit your space, equipment and member base.



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## EXECUTIVE SUMMARY

A team endurance event works because it makes fitness social. People show up for the challenge, but they remember the energy.

**TEAM ENERGY DRIVES TURNOUT.**

01

# STEP 1: DEFINE THE CHALLENGE

The event needs to be understood fast. Members should know the team size, duration, movements and goal without a long explanation.

**RULE:** Remove friction before you add intensity.

## SIMPLE DECISIONS

FOCUS	WHAT TO DO
<b>Team size</b>	Teams of four keep the work shared and social.
<b>Duration</b>	Use a clear cap, such as five one-hour blocks.
<b>Modalities</b>	Choose equipment that is visible and easy to reset.
<b>Scoring</b>	Use distance, reps or total work completed.



When the event is simple to explain, it is easier to promote and easier to join.

02

# STEP 2: BUILD THE TEAM FORMAT

Team events reduce intimidation and increase accountability. People are less likely to drop out when others are relying on them.

**RULE:** Make it challenging, but not exclusive.

## TEAM STRUCTURE

FOCUS	WHAT TO DO
Teams of four	Enough people to share work without getting lost.
Relay style	Members rotate and manage strategy together.
Mixed levels	Allow scaled options so more people can join.
Gym pride	Use names, colours or team identity to create buy-in.



Team identity turns the event into belonging, not just effort.

03

# STEP 3: RUN THE DAY

Event day needs simple flow. Clear timing, station ownership and visible scoring make the event feel professional.

**RULE:** Visible structure creates trust.

## EVENT FLOW

FOCUS	WHAT TO DO
Hour 1	Bike Erg total distance.
Hour 2	Ski Erg shared workload.
Hour 3	Run or shuttle format.
Hour 4	Strength endurance station.
Hour 5	Final mixed-team push.



A clear schedule helps the day feel calm for staff and exciting for members.

04

# STEP 4: CAPTURE AND CONTINUE

The event becomes more valuable when the story is shared afterwards. Use it to build proof, pride and future participation.

**RULE:** The event is not finished until the story is shared.

## STORY PLAN

FOCUS	WHAT TO DO
Before	Team announcements, training clips and hype posts.
During	Effort, team moments and crowd energy.
After	Results, recap, photo dump and member stories.
Next step	Announce the next event or training focus quickly.



Small events can create big momentum when members can see and share the story.