

Health clubs: Members **stay informed** and easily **download events**

Trumba Case Study



CASE STUDY:

PRO Sports Club

INDUSTRY:

Health Clubs

IMPLEMENTATION:

www.proclub.com

GOALS AT A GLANCE:

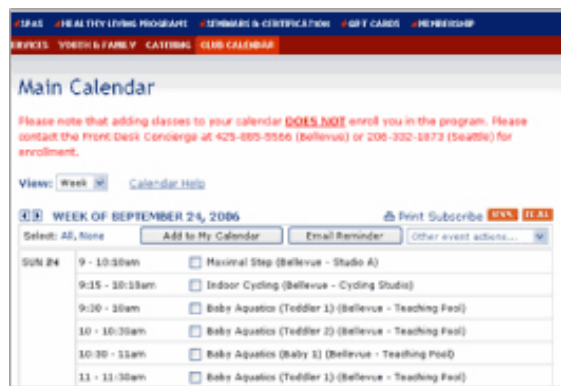
- ☞ A consistent member experience by having the calendar integrated into the overall website
- ☞ Members easily add classes from the calendar to their Microsoft® Office Outlook® calendars
- ☞ Immediate access to calendar updates

As the largest health club facility in North America, the PRO Sports Club offers more than 100 classes a day to nearly 40,000 members in the Seattle metropolitan area. The large volume makes it imperative that all class and fitness schedules be managed, updated, distributed, and communicated as efficiently and effectively as possible.

PRO Sports Club chose Personify Design, Inc., a custom web development and design company founded in 2003, to redesign their site. When it came to satisfying the Club's class schedule requirements, Personify chose to leverage an existing calendar platform—Trumba® Connect—rather than create one from scratch.

The Club requirements included providing members with:

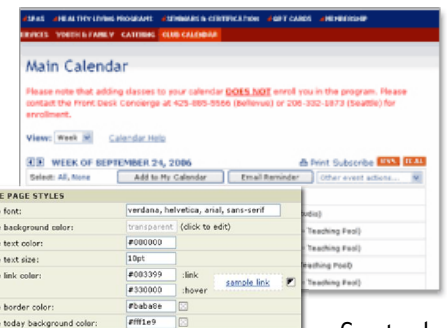
- A consistent member experience by having the calendar integrated into the overall website.
- The ability to easily add classes from the calendar to their Microsoft® Office Outlook® calendars.
- Immediate access to calendar updates.



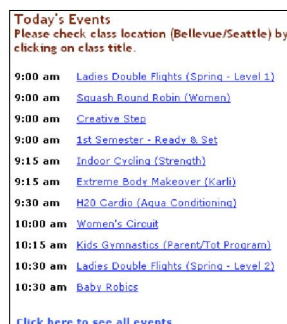
Goal: Consistent member experience

The colors and fonts in the PRO Sports Club website calendar reflect the Club brand. The calendar looks as if it were created on the page.

Organizations such as PRO Sports Club (and Personify) can use the Publishing Panel to customize even small details related to the calendar's appearance.



Control



Taking advantage of the interactive event promotion widgets automatically created during the Trumba calendar publishing process, PRO Club and Personify made event information available throughout the Club website. For example, this upcoming events widget is on the PRO Sports Club home page. Members click an event description to view the event details or the link at the bottom of the widget to see the full calendar.

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Customer Quote

“With Trumba’s service, we’re able to provide our nearly 40,000 members with interactive class schedules, offering them highly requested functionality such as filtering and Outlook integration, while also reducing development costs and internal updating time. Our Trumba calendars have become one of the most valuable parts of our web communications portfolio.”

— Paul Becker

Chief Financial Officer and
Chief Information Officer,
PRO Sports Club

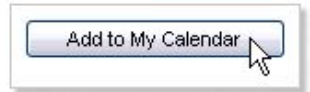


Additional questions?

- Contact Sales at **1.800.925.0388**.
- Watch an online demonstration. Visit www.trumba.com to learn more.

Goal: Easily add events to Outlook calendars

In its website redesign requirements, the PRO Sports Club listed integration with Outlook right at the top. To incorporate workout schedules into their work and personal lives, Club members demanded the ability to add events from the Club calendar to their Outlook calendars.



One of the reasons that Personify Design chose to partner with Trumba rather than develop the Club calendar from scratch is that **Add to My Calendar** and other event actions, such as setting email and text message reminders and forwarding events to friends, are built in to every event on a published Trumba calendar. When members identify classes they want to attend, a couple of mouse clicks puts the class events right on their calendars in Outlook.

Goal: Immediate access to calendar updates

When you offer 100 fitness classes a day, keeping your website calendar up-to-date is crucial. If something changes, members need to know about it immediately. With Trumba Connect, PRO Sports Club easily set up a calendar maintenance process that meets their needs.



Organizations, such as PRO Sports Club, can centralize tasks such as creating calendars and managing the Trumba Connect accounts. Then, the account manager can delegate maintenance to various fitness departments. For example, the account manager might share the Aquatic Activities calendar with the Aquatics fitness lead, who has an editor account, and give the fitness lead permission to add, delete, or update events.

Updates the fitness departments make in the Trumba Connect editing environment appear immediately on the website calendar, eliminating wait time. In addition, members can easily arrange to be notified by email if the time or location changes for a class they plan on attending.

