



Fitness Centre and Health Club Management Course: Membership, Retention and Club P&L

24 – 28 May 2027

London - Central London four-star



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Introduction:

Fitness centre and health club management covering membership, retention and the club P&L is a 5-day course for club management, membership sales and operations teams that ends with a Club Performance Review and Retention Plan for a case health club. Clubs lose income when members cancel soon after joining, classes run half empty, personal trainers sell few packages and equipment downtime frustrates users. Nominees already run a gym floor, a sales desk or a club budget and work through case study analysis of membership, visit and P&L data. CoreConcept Training Center delivers this fitness centre and health club management course.

Course Objectives:

- Compare budget, mid-market, boutique and full-service club models and set a current-state baseline of members, visits, revenue mix and club KPIs
- Run a membership sales funnel and price membership tiers, joining fees and corporate plans against the club's positioning
- Plan group exercise timetables, personal training packages and trainer rosters that raise class occupancy and secondary spend
- Analyse member churn and attendance data to flag at-risk members and design onboarding and retention actions
- Control gym floor safety, emergency response, equipment selection and maintenance and the digital member services that support them
- Produce a Club Performance Review and Retention Plan with a KPI dashboard and P&L review for a case health club

Target Audience:

- Managers responsible for the daily running and financial results of a gym, fitness centre or health club
 - Owners and investors responsible for the business model, pricing and budget of one or several fitness clubs
 - Membership sales leads responsible for enquiries, tours, conversions and corporate membership accounts
 - Fitness team leads responsible for group exercise timetables, personal trainers and gym floor service
 - Operations leads responsible for facility safety, equipment upkeep and member app and booking services
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Course Outline:

Day 1: Fitness Industry Business Models and the Club Baseline

- Budget, Mid-Market, Boutique and Full-Service Club Model Comparison
- Club Revenue Mix of Dues, Joining Fees and Secondary Spend
- Member Segment Mapping by Visit Frequency and Training Goal
- Catchment and Competitor Club Audit with Price Point Grid
- Club KPI Set and P&L Lines for a Current-State Baseline

Day 2: Membership Sales, Pricing Structures and the Member Journey

- Membership Sales Funnel from Enquiry to Tour to Joining
- Membership Tier Design with Contract, Rolling and Off-Peak Options
- Joining Fee, Founder Rate and Corporate Membership Pricing Rules
- Member Onboarding Journey Map for the First Ninety Days
- Lead Tracking and Conversion Ratios in the Club Sales Pipeline

Day 3: Programming, Personal Training and Fitness Team Management

- Group Exercise Timetable Design Using Class Occupancy Data
- Personal Training Package Pricing and Trainer Revenue Share Models
- Fitness Instructor Rostering Against Gym Floor Peak Hours
- Trainer Recruitment Profile, Certification Check and Performance Review
- Gym Floor Member Interaction Standards and Service Recovery Steps

Day 4: Retention Analytics, Floor Safety, Equipment and Digital Services

- Churn Rate Analysis Separating Voluntary and Involuntary Cancellations
- At-Risk Member Alerts from Attendance Drop and Visit Gaps
- Gym Floor Risk Assessment, First Aid and Emergency Evacuation Drill
- Fitness Equipment Selection, Lifecycle Costing and Preventive Maintenance Log
- Member App, Online Booking and Digital Class Services Review

Day 5: Case Study: Club Performance Review and Retention Plan

- Case Health Club KPI Dashboard with Revenue per Member
 - Club P&L Review of Payroll, Rent, Utilities and Dues Income
 - Case Club Churn Diagnosis Using Cancellation Reasons and Visit Data
 - Retention Action Plan with Owners, Targets and Review Points
 - Club Performance Review and Retention Plan Completion and Peer Defence
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Skills You Will Gain:

- Club Business Model Analysis
- Membership Pricing Design
- Sales Funnel Conversion Tracking
- Group Exercise Programming
- Personal Training Revenue Planning
- Member Churn Analysis
- Fitness Equipment Lifecycle Planning
- Club Financial Review

Why Attend This Course:

- Deliver a Club Performance Review and Retention Plan, with a KPI dashboard and P&L review, to the club owner or general manager
- Decide which membership tiers, classes and personal training packages to keep, reprice or drop using occupancy, conversion and margin evidence
- Avoid lost dues, empty classes and equipment downtime caused by unmanaged churn, weak onboarding and missed maintenance
- Share sales scripts, timetable rules, churn reports and safety checklists with sales, fitness and operations colleagues

Conclusion:

Back at work, the participant gives the club owner or general manager a Club Performance Review and Retention Plan that sets membership pricing, sales conversion targets, class and trainer schedules, safety and equipment routines and retention actions with named owners. Management uses it to approve pricing changes, trainer staffing and equipment spending and to brief sales and fitness teams. After the first quarter under the plan, the club should review churn, conversion, class occupancy, personal training revenue and P&L results against the agreed targets.

Frequently Asked Questions FAQ:

What should participants know before a fitness centre and health club management course?

Participants should already work in a gym, fitness centre or health club in a sales, fitness team, operations or ownership role. No finance background is needed. Bringing recent membership numbers, a class timetable or a club budget helps them apply the case work to their own club.

How does fitness centre and health club management differ from a spa operations or swimming pool management course?

It focuses on the fitness club business: membership sales and pricing, classes, personal training, trainers, churn, gym floor safety and the club P&L. Spa courses manage treatment menus and therapists, and pool courses manage water treatment, plant rooms and lifeguards.

Why does churn analysis matter in fitness centre and health club management?

Membership dues are the main income of most clubs, so every cancelled member must be replaced by a new sale. Separating voluntary from involuntary cancellations and spotting falling attendance early lets the club act before members leave and protects recurring revenue.

What do participants take back from a fitness centre and health club management course?

Participants take back a Club Performance Review and Retention Plan for a case health club, with a KPI dashboard, P&L review, churn diagnosis, pricing and sales targets, programming and staffing changes and a retention action plan they can adapt to their own club.
