

**YOUR GUIDE TO
CREATING A GREAT
ACTIVITY LISTING**



DÉCATHLON
COMMUNITY

ENTICING PHOTOS. GREAT DESCRIPTIONS. MORE REGISTRATIONS!

So, you've decided to take the plunge and list your classes and activities on Decathlon Community. Good move! But if you want people to get active with you, you'll need to get active yourself... by strengthening those marketing muscles.

People will be more likely to sign up for your activity if you put your best foot forward: you'll need a well-explained listing with high-quality photos and clear descriptions. The better the listing, the more trust you'll build with participants. Once you've got that down, all that's left to do is watch the sign-ups start pouring in.

THIS GUIDE WILL TEACH YOU HOW TO:

- Write a catchy activity title
- Choose the right activity image
- Choose a great profile photo
- Write an engaging bio
- Write the perfect activity description
- Provide helpful instructions
- Plan your activity

WRITING YOUR ACTIVITY TITLE



IT NEEDS TO BE DESCRIPTIVE, CLEAR, AND MOTIVATING!

DEFINITELY INCLUDE

The name of the sport, and whether there is something special about what you are offering. A little creativity goes a long way in making your activity stand out.

GUIDELINES

25 - 45 characters.

Only capitalize the title and proper names (ex: Hatha yoga for beginners).









WHAT TO INCLUDE

- Are you offering a workshop or a physical activity?
- Is it a game or a training session?
- Is it an event?
- Is there a target audience?
- Is it specific to a level? We add the levels for you as tags but if your class is an introductory class, this is important to mention in the title. (ex: A class that is JUST an intro to yoga).
- Are you offering it as part of a program or series?

THINGS TO AVOID

- Using your name in the title (ex: Swimming with Coach Frank) unless you are very well-known or an expert with a reputation.
- The location of your activity unless it is part of the experience (ex: Swimming across the St. Lawrence!).
- Writing in ALL CAPS.

SOME EXAMPLES

-  DJAMBOOLA FITNESS - DÉCATHLON BOISBRIAND
-  Djamboola fitness: an afro-global dance workout
-  HD Academy Soccer FILLES
-  Girls soccer lessons by HD Academy
-  Ping Pong
-  Pro ping-pong instruction and tournament
-  Injury prevention conference and period of question & answer with Tristan
-  Workshop: How to prevent sports injuries



**PICKING A GOOD
ACTIVITY IMAGE**

CHOOSE A PHOTO THAT GIVES PEOPLE A SNAPSHOT OF YOUR ACTIVITY

Action photos of people enjoying your sport or activity are your best bet. If your class is location specific, try to find a picture with people in that location (ex: if it's yoga in the park, don't show the inside of a yoga studio). Make sure you have participants' permission before using a photo of them for your listing!

Remember, people scroll through the activities quickly. If yours looks especially fun, they're more likely to stop and take a look.

TECHNICAL SPECIFICATIONS

Horizontal image.

Minimum 640 x 480 pixels (check by right-clicking the image and selecting "Properties" or "Get Info").

If you don't have photos taken during your activity, bring a camera to your next session! Or, grab a photo that represents your activity from a royalty-free stock photo website such as:

Unsplash.com

Pexels.com

Pixabay.com

Google photos (but only if they are not copyrighted)

DO NOT USE

- Photos of sweaty, tired people after a session
- Your logo
- A photo with watermarks on it (which means you probably should have paid for it!)
- A poster that already has writing on it
- A photo of a celebrity playing your sport

STILL HAVING TROUBLE?

Let us know and we'll do our best to help you out.

ACTIVITY PHOTO EXAMPLES



PICKING A GOOD PROFILE PHOTO



SHOW OFF THAT BEAUTIFUL FACE!

SOME EXAMPLES

SOME TIPS

- Smiling photos are a great option.
- An image of you in action is a great way to demonstrate your expertise.
- Show yourself in sporty/fitness clothes or branded clothes (great promo opportunity).

TECHNICAL SPECIFICATIONS

Horizontal image (you can crop it in the system after).
Minimum of 640 x 480 pixels (check by right-clicking the image and selecting "Properties" or "Get Info").

DO NOT

- Use an image with a busy background.
- Use your company logo instead of a personal photo.
- Hide your face or obscure yourself. You want people to recognize you when they come to your event: it's much friendlier and builds trust.
- Use a low-resolution or blurry photo.
- Add flashy graphics to your photo.

STILL HAVING TROUBLE?

Let us know and we'll do our best to help you out.



Alex McLean



Romain Berquand



Yogi Nomade



Stephane Marzotto



Michelle Gagnon



Stephen Bierbrier

WRITING A BIO



THIS IS YOUR CHANCE TO SHOW OFF AND TELL YOUR SPORTY STORY!

Don't be humble – you worked hard for this. Your qualifications prove that you're the best person to lead this activity.

GUIDELINES

250 - 500 characters.

Write in the first person (use the pronoun "I") – it's much friendlier and more relatable!

WHAT TO INCLUDE

- How long have you been practicing or teaching the activity you're organizing?
- Do you have any relevant education, certifications, or awards?
- What are your major accomplishments?
- Do you work with a specific type of client? (ex. people with special needs, kids under 12 years old)
- Are you involved in any other activities related to your sport? (ex. volunteering with or supporting a sports organization or club)
- Can you share any relevant personal values? (ex. you believe in helping kids become better communicators through team sports)

NOTE

If you do not write a biography, your profile photo will not appear on your activity listing.

SOME BIO EXAMPLES

DOESN'T WORK

I'm Romeo, and I live in Montreal, QC. I've been a ZIN™ Member since Sep 2019 and I absolutely love teaching Zumba classes. The reason is simple: Every class feels like a party! I guarantee you will have a blast! Classes info are up to date, but if you got questions, don't hesitate to drop me a message!

Why not?

How is the instructor qualified to teach Zumba? What is a ZIN member? There are some grammar issues here - make sure to have it checked by a trusted friend or the Decathlon Community team! Users can contact the organizer using our platform, and class info is always up to date, so this info should not be included in your bio.

DOESN'T WORK

After many years spent in Africa taming lions, I saved civilization by stopping World War Two and I finally traveled through time to end up sharing my love for cycling at Decathlon in Eaton Center.

Why not?

It's fun, it's cute, but how is the instructor qualified to teach spinning? We need a lot more info about the teacher, their qualifications, and their "vibe" as an activity leader.

WHAT WORKS

Example 1

I am an athlete that has been coaching since 2008. I have a Bachelor of Physical Activity from the University of Ottawa and have since developed a passion for triathlon, trail running and fitness. I've participated in 6 different marathons around the world including the New York Marathon in 2015, where I came in 110th (which is quite good!!!). I do every sport imaginable whether I'm good at it or not – I'm always up for a challenge! I love sharing my passion for new sports with everyone I meet.

Example 2

I am a licensed kinesiologist, personal trainer and fitness consultant in Montreal. With over 12 years experience in health and fitness, I specialize in post-rehabilitation, strength, conditioning, and posture correction. I am also a certified yoga instructor and an avid runner. I currently work as a trainer and kinesiologist at health clinics around the city as well as training private clients at home.

WRITING AN ACTIVITY DESCRIPTION



THIS IS YOUR OPPORTUNITY TO HYPE PEOPLE UP AND MOTIVATE THEM TO REGISTER FOR YOUR ACTIVITY

Try to add some flair to your description. Encourage people, get them excited, but also be clear about what your activity is and what participants can expect.

GUIDELINES

250 - 500 characters.

IMPORTANT!

Every listing must be bilingual (French and English). If you do not speak both languages fluently, please do not run your text through Google Translate – contact our team and we will translate it for you!

WHAT TO INCLUDE

- If your sport/activity is not well-known, briefly explain what it is.
- Be specific about what participants will be doing and what they should expect: what will they learn? What skills will they develop? How will they improve their fitness?
- Are there any prerequisites?
- Is it a relaxed pace or more intense?
- What language(s) is it offered in? French, English, both? Any other languages spoken?
- If you have a very specific target audience, please mention it (ex: teens, seniors, women).

WHAT NOT TO INCLUDE

- The price of your activity.
- Your contact information, such as your email, phone number, or other personal information.
- Your bio or personal information (there's a place for that already).

ACTIVITY DESCRIPTION EXAMPLES

DOESN'T WORK

The Wing Chun Kung-Fu is a style created by a woman named Yim Wing Chun, who reformed the teachings inherited from One of the 5 "immortals" of the shaolin temple. The particularity of this style is to maximize efficiency through the usage of the shortest path and human development in its totality.

Why not?

This looks like it was roughly translated from French to English. Not confident writing in both languages? Once again, please don't use Google Translate – contact our team and we'll help you out!

DOESN'T WORK

Tabata is a high-intensity interval training (HIIT) workout. It is fast and efficient. Come and test your limits at your own pace.

Why not?

What's Tabata? What is high-intensity interval training? We need a lot more detail to understand what kind of workout this is going to be, and why we should be excited about it.

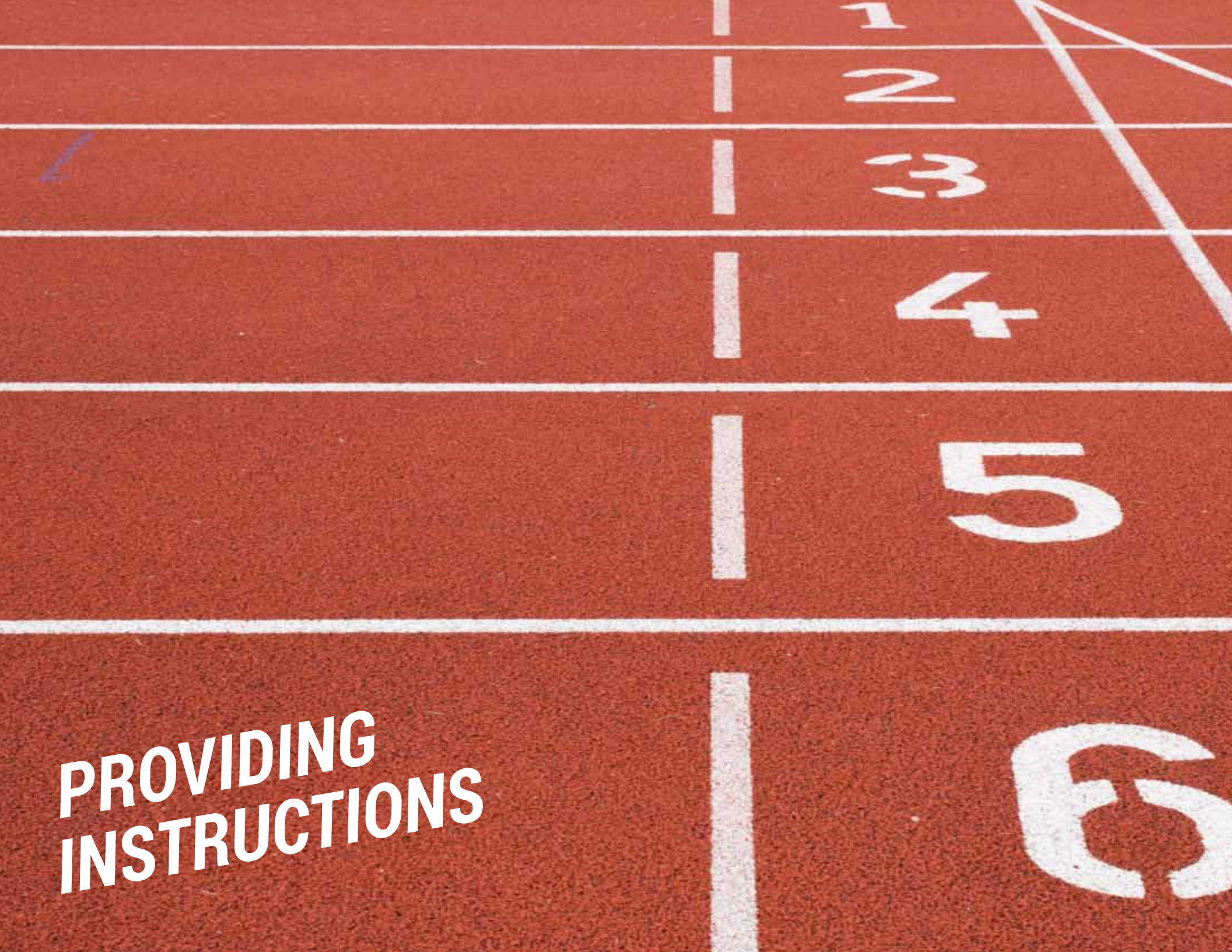
WHAT WORKS

Example 1

Whether you're a beginner, just trying to get a workout in, or preparing for an Ironman, come participate in small group swimming lessons. Start from square one or improve your swimming skills and techniques. There will be only 8 of you in the pool - no more battling traffic in the lap lanes!

Example 2

Urban Afro Dance is a true body/booty workout with great beats to keep you moving. Combining cardio, muscular toning, balance, and flexibility, this class will give you a super energy boost!"Tabata is a high-intensity interval training (HIIT) workout. It is fast and efficient. Come and test your limits at your own pace."



**PROVIDING
INSTRUCTIONS**

PROPER INSTRUCTIONS ENSURE THAT YOUR PARTICIPANTS ARRIVE READY TO PLAY

WHAT TO INCLUDE

- **Equipment:** Will you be providing any equipment or do participants need to bring their own? Be detailed and realistic about what people should bring.
- **Clothing:** What should participants wear? Should they dress for the outdoors or specific weather/conditions?
- **Meeting spot:** Be as specific as possible. If people can't find you, well, you know how that ends. Provide very detailed directions, and mention landmarks if applicable.
- **Changing rooms:** Is there a place to change? Are there bathrooms or showers?
- **Food/Drinks:** Is there a place to buy food or should participants bring their own?

ALWAYS ENCOURAGE PARTICIPANTS TO BRING A WATER BOTTLE!

SOME EXAMPLES

DOESN'T WORK

Welcome in the class: Move with baby. Meet us at the Decadium in the back of the store.

DOESN'T WORK

Bring back your water bottle! The coach will give you his instructions during the first class. Sports clothing is recommended.

WHAT WORKS

If you don't have goggles, you can borrow some at the pool. Buoys, boards, and fins are also available. You can bring any of your own equipment if you wish. Bathing caps are not mandatory but recommended. We will meet at 12pm at the edge of the pool at the Cégep du Vieux Montréal (follow the signs from the main entrance to the pool). Changing rooms and lockers are available, bring your own lock and take any valuable belongings with you to the pool.



**PLANNING
YOUR ACTIVITY**

MORE IMPORTANT INFO TO PLAN A GREAT ACTIVITY

HOW TO PRICE AN ACTIVITY

- Keep your price equal to or lower than similar activities offered in the city, especially when you're just getting started.
- Be adaptable! If you suspect that you're not getting registrations because your price is too high, lower it by a couple of dollars. Ask around to find out what people think would be a fair price.
- Make sure to find a happy medium between offering an accessible activity and not devaluing your expertise. You've worked hard to become a mentor and teacher, and you should be compensated appropriately. That's why this platform exists!
- Feel free to offer a free class or two to get started – it's always a good way to build loyalty and trust.

HOW MANY PARTICIPANTS IS IDEAL?

- Make sure not to overcrowd your location: a tight space with too many people can make for a pretty squishy and uncomfortable experience.
- Too many people can also mean less personalized instruction for people who need it. You may be tempted to offer lots of availability, but keep in mind that some people will have a better experience if they feel like they are getting the attention they need.

MORE IMPORTANT INFO TO PLAN A GREAT ACTIVITY

WHEN IS THE BEST TIME TO SCHEDULE AN ACTIVITY?

- There's no silver bullet: you'll have to think about who you're trying to attract. It may take a few different attempts at different times/on different days until you figure out what works best.
- Consider classes at lunch hour to bring in the working crowd, or something just before dinner but after 5 PM.
- Weekends are great for kids and family activities.
- Early morning can be good for go-getters but not as attractive to beginners.

Remember: put in the time and effort now, and you'll see the payoff over time.

This is an exercise in business building! At the beginning, it'll take more effort to get your activities off the ground and adapted to different audiences. Your own marketing efforts will play a huge part in your success as well: post to Facebook, Instagram, LinkedIn, or anywhere that you are active online. Let us know if you need any help writing your posts or taking great photos – we're also rooting for your success!

We're here to make sure you have all the support and tools you need, so don't hesitate to reach out for some guidance, or if you have recommendations on how we can improve.

Decathlon Community is a new tool, so we're depending on each other to make this a huge success!

Questions? Need a little more help?

Feel free to email:

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