



2022 WORLD GYM ANNUAL AWARDS

Please submit your nominations to (roxanne.cass@worldgym.com) no later than **August 31st**. After that date, submissions will no longer be accepted.

You can submit as many nominations for as many Awards as you would like, however we ask that you submit each nomination by email **separately**.

Subject should read: First and last name of nominee, which award they are being nominated for.

For example: Roxanne Cass - Nomination for Group X Instructor of the Year Award.

Each email should contain pictures of nominee, background information, World Gym location, why you think they should win the award, and supporting material.

Video submission is optional but highly encouraged!

Please note, nominee will need to be present at Convention to win award or have a representing manager to accept on their behalf.



EMPLOYEE OF THE YEAR

The employee (*any mid-level manager or other staff member*) that is a key member of their team making powerful impact by:

- Lives a health and active lifestyle, regularly working out in the facility and participating in additional programs within the facility
- Having a positive and motivating attitude during every interaction
- Taking direction and feedback from their leadership with poise
- Putting continuous effort into their personal growth
- Being a role model and someone, everyone looks up to
- Continuously supporting every member, staff member and department
- A great relationship with members and their community representing the World Gym brand
- Goes above and beyond leading with respect, honesty, humbleness, compassion and unity

To submit:

- Explain how this employee exemplifies the above points
- Their position and how long they have been with World Gym
- Attach any supporting material such as: reviews, testimonials, articles, videos, etc.



GROUP X INSTRUCTOR OF THE YEAR

The Group X Instructor who has made a lasting impact on their gym's membership base. This Group X Instructor is a top performer that lives the World Gym Mission of *Improving Lives through Fitness* by teaching multiple classes of different modalities each week, all with a higher-than-average class participation count. In addition, this Group X Instructor exemplifies the following:

- An enthusiastic and insanely inspiring coach who holds a member-first mentality
- A leader that welcomes diversity and creates an inclusive environment where members of all fitness levels feel welcome, comfortable, and successful
- A highly social individual that self-promotes their classes to drive class participation and capture new members
- An embodiment of teamwork who is flexible, adaptable, and jumps in to sub classes whenever needed
- An ambassador that has acute customer service skills, contagious optimism, and an unwavering positive attitude
- A master of their craft and a "best in the business" professional who remains industry-leading through ongoing continuing education
- An advocate who creates a sense of comradery and community that extends beyond the Group X rooms

To submit:

- Explain how this Group X Instructor exemplifies the above points
- Provide their length of tenure with World Gym
- Provide how many classes they teach per week and their class average
- List their certifications and continuing education efforts
- Attach any supporting material such as: pictures, videos, social media pages, reviews, testimonials, etc.



MANAGER OF THE YEAR

The manager (*can include: General Manager, Assistant Manager, Fitness Director, Group Fitness Director, Sales Manager, Marketing Manager, etc.*) that has shown excellence in both leadership and management which has led to an aspirational gym culture, a productive bottom line and who has passionately driven the Mission of World Gym, while also promoting the following:

- Creates a positive, encouraging and supportive environment for all staff
- Practices integrity, while maintaining an open and honest relationship with their employees. Leads by example, serving as a role model to staff and members
- Results oriented, sets budgets and guidelines, and is consistently motivated to meet them
- Problem solving, able to identify and solve problems. Also recognizes potential problem areas in advance
- Promotes continuing education and growth opportunities for the long-term development of their team
- Lives the World Gym Mission by maintaining a healthy and active lifestyle, regularly exercising in their facility side-by-side to members and staff
- Maintains an outstanding relationship with members and within their local community, representing the World Gym brand at its best
- Goes above and beyond for their team, leading with respect, honesty, humbleness, compassion and unity

To submit:

- Explain how this Manager exemplifies the above points
- Provide their position and tenure with World Gym
- Provide examples of their exceptional leadership (ie "Magic Moments" with members, staff, or within their community)
- Attach any supporting material such as: reviews, testimonials, articles, videos, etc.



PERSONAL TRAINER OF THE YEAR

The Personal Trainer/Personal Training Manager that exemplifies all leadership skills that a manager should have including:

- Lives a healthy and active lifestyle by “practicing what they preach” through regular workouts and program participation
- Wears proper uniform and is a true fitness professional
- Puts effort into creating professional, fun and effective programs that gets their clients results
- Creating a positive, honest and motivating environment for their clients, members and fellow team mates
- Demonstrates our core value of relentless pursuit of excellence by seeking continuous education and growth opportunities to further their career
- Being a role model for other fellow team mates to look up too
- Continuously supporting every member, staff member and department
- A great relationship with members and their community representing the World Gym brand
- Consistently performs in a high level of sessions and/or personal training sales

To submit:

- Explain how this manager exemplifies the above points
- Their position and how long they have been with World Gym
- Attach any supporting material such as: picture/video/written testimonials, reviews, articles, etc.
- Sales, sessions



WORLD GYM ATHLETICS COACH OF THE YEAR

The Head Coach or Coach that embodies the World Gym Athletics program. This Coach is a top performer that lives the World Gym Mission of *Improving Lives through Fitness* by teaching multiple classes of different modalities each week, all with a higher-than-average class participation count. In addition, this Coach exemplifies the following:

- Creating a positive and supporting community
- Wears proper uniform and is a true fitness professional
- Exceptional leadership skills through communication & encouragement
- Promotes WGA in club, outside club and on social media
- Complete understanding of Athletics and how to help athletes achieve their best health mentally and physically
- Actively and consistently coaching classes each week
- Completed current Athletics certification and peruses continuous education
- Follows World Gym Athletic programming
- Instructional skills to motivate and encourage Athletes personal growth
- Results focused and willing to go the extra mile to help members achieve their goals

To submit:

- Explain how this Coach exemplifies the above points
- Their position and how long they have been with World Gym/World Gym Athletics
- How many classes they teach per week
- Certifications and continuous education completed
- Attach any supporting material such as: pictures, videos, social media pages, reviews, member/athlete testimonials, etc.



BEST NORTH AMERICAN GYM

Best all-around American gym (*USA, Canada & Mexico*) in all key performance indicators, including:

- World Gym Branding: Interior & exterior design, look and layout
- Gym operations: structure, organization, customer satisfaction
- Equipment: supported vendors, branding, maintenance, member satisfaction
- Programs & services: marketing, participation, member satisfaction
- KPI King: total gross revenue, profitability/EBITIA, new member sales, retention & attrition
- Positive member feedback and reviews
- Employee and team culture, continuous education and growth opportunities
- Excellent Marketing: branding, communication, community involvement

To submit:

- Explain how this World Gym location exemplifies the above points
- Attach any supporting material such as: pictures, videos, articles, testimonials, reviews, awards



BEST INTERNATIONAL GYM

Best all-around performance by an International World Gym (*excludes USA, Canada, Mexico*) in all key performance indicators, including:

- World Gym Branding: Interior & exterior design, look and layout
- Gym operations: structure, organization, customer satisfaction
- Equipment: supported vendors, branding, maintenance, member satisfaction
- Programs & services: marketing, participation, member satisfaction
- Positive member feedback and reviews
- Employee and team culture, continuous education and growth opportunities
- Excellent Marketing: branding, communication, community involvement
- KPI King: total gross revenue, profitability/EBITIA, new member sales, retention & attrition REVENUE PER SQAURE FEET (or per square meter)

To submit:

- Explain how this World Gym location exemplifies the above points
- Attach any supporting material such as: pictures, videos, articles, testimonials, reviews, awards



BEST NEW GYM (NORTH AMERICA/INTERNATIONAL)

Most impressive and impactful World Gym to open after **OCT 2019**, in all key performance indicators, including:

- Branding: Interior & exterior design, look and layout
- Gym operations: organization, structure and member satisfaction
- Using preferred vendors and following industry innovation
- Presales: community involvement, incentives and innovation, opened the gym with a solid base of foundational members
- Have provided programs, services, and personal training for members
- Member satisfaction, great reviews and testimonials
- Revenue, profitability, retention & attrition
- Employee relationships, continuous education and growth opportunities
- Excellent social media presence and brand recognition
- Stand out community involvement and events to broadcast the facility and World Gym Brand

To submit:

- Explain how this World Gym Location exemplifies the above points
- Total number of pre-sale members, revenue, personal training sold
- Attach any supporting material such as: pictures, articles, testimonials, reviews, awards



BEST GYM DESIGN & BRANDING

World Gym with the best overall design & interior/exterior branding, including:

- Approved World Gym graphics, branding & color standards
- Gym layout which enhances the member experience
- Gym layout which makes effective use of available space
- Amenities and extra experiences that exemplify the World Gym Brand such as Pro Shop, Barbell Café, Stationary Material, in club communication etc.
- Social Media that exemplifies the World Gym Brand and sense of community

To submit:

- Explain how this World Gym Location exemplifies the above points
- Attach any supporting material such as: pictures, social media, gym layout etc.



BEST OVERALL MARKETING

Gym with the most effective marketing including:

- Following approved brand standards and guidelines, logo use, colors, assets
- Creativity and innovation of internal and external campaigns and broadcasts
- Campaigns, events, community involvement and member engagement to promote the World Gym Brand
- Effective use of Facebook, Instagram, TikTok, LinkedIn, Twitter, Google My Business, and other forms of digital and social media
- Creative and fun use of video
- Effective communication and member engagement
- Positive impact on revenue, profits and member recruitment/retention
- Promotion of the World Gym Brand through partnerships, sponsorships, news articles, etc.

To submit:

- Explain how this Franchisee exemplifies the above points
- Attach any supporting material such as: pictures, videos, social media pages, reviews, testimonials, websites, etc.



BEST SOCIAL MEDIA

Gym with the most effective social media marketing including:

- Following approved brand standards and guidelines, logo use, colors, assets
- Creativity and innovation of internal and external campaigns and broadcasts
- Campaigns, events, community involvement and member engagement to promote the World Gym Brand
- Effective use of Facebook, Instagram, TikTok, LinkedIn, Twitter, Google My Business, and other forms of digital and social media
- Creative and fun use of video
- Effective communication and member engagement
- Positive impact on revenue, profits and member recruitment/retention
 - Growth in engagement, and followers
- Promotion of the World Gym Brand through partnerships, sponsorships, news articles, etc.

To submit:

- Explain how this gym location exemplifies the above points
- Attach any supporting material such as: pictures, videos, social media pages, reviews, testimonials, websites, etc.
- Samples of your work, videos or campaigns



GYM OF THE YEAR

(NORTH AMERICA/INTERNATIONAL)

The Franchisee or gym location who best exemplifies Joe Gold's commitment to helping people maximize their individual potential through fitness by consistently demonstrating excellence in the following areas:

- Member satisfaction & retention (high retention rate or NPS score)
- Building a community both inside and outside the gym
- Building the World Gym Brand through exceptional day to day operations
- Supports their staff through exceptional leadership and continuous education and opportunities
- Stands out in marketing and communication
- Support for and participation in all WGI initiatives & programs
- Interior and exterior gym design and layout
- Equipment selection, maintenance and usage
- Member Services (can include: Group X, Personal Training, World Gym Athletics, World Gym Anywhere, Barbell Café, etc.)
- Excellent reputation within the fitness industry and local community

To submit:

- Explain how this Franchisee exemplifies the above points
- Attach any supporting material such as: pictures, videos, articles, testimonials, reviews, awards, etc.
- Attach NPS score reports, retention report if applicable



VENDOR PARTNER OF THE YEAR

The World Gym Vendor Partner with consistent and excellent performance throughout the year in all aspects of the Vendor's relationship with the World Gym Family worldwide, including:

- High quality and innovative products & services at competitive prices
- Outstanding customer service and support to our World Gym Franchises
- Great communication and organization
- Relentless support for the entire World Gym Family
- Goes above and beyond to ensure every experience that World Gym has is a positive and impactful one

To submit:

- Explain how this vendor exemplifies the above points
- Attach any supporting material such as: reviews, testimonials, articles, videos, pictures etc.



W.O.W. AWARD (WOMAN OF THE WORLD)

This award goes to the fiercest female in our fitness community. This woman has proven to be a game-changer, barrier-breaker, and trailblazer, paving the way to success for others. This extraordinary and inspirational woman is a leader, thought provoker, and challenges the status quo for the benefit of all. This woman has been an advocate, striving to make a difference not only for herself, but also for the female fitness community at large.

- An activist who vigorously encourages and supports those around her
- A motivator and mentor to those within their company, community and/or through volunteer services
- Has demonstrated success in defying odds to achieve victories for herself and her fellow women
- Portrays an image of strength and confidence that is infectious and inspirational
- A leader who thinks outside of the box to find new solutions to age-old problems
- One who invests in self-development and who practices self-awareness and personal integrity
- A effective communicator who encourages collaboration to create engaging and high-performing workplaces
- Effectively manages across cultures by fostering a diverse and inclusive environment

To Submit:

- Explain how this woman exemplifies the above points
- Their position and how long they have been with World Gym
- Attach any supporting material such as: reviews, testimonials, articles, videos, etc.



JOYCE J. CAMMILLERI PHILANTHROPY AWARD

Given to the Franchisee, World Gym Location or Individual who best exemplifies the generous and giving spirit of Joyce Cammilleri. Promoting the welfare of others in the local community, enhancing the World Gym brand by:

- Making a charitable and generous donation to a positive cause
- Promoting and participating in community service initiatives and charity partnerships
- Raising awareness and taking action to promote a positive cause
- Receiving commendations and awards from the local community for their charity work and community involvement
- Hosting events to help the community and individuals in their everyday life
- Promoting generosity and inspiring others through honesty, humbleness, compassion, respect and unity

To submit:

- Explain how this Franchisee exemplifies the above points
- Attach any supporting material such as: pictures, articles, testimonials, websites, news statements, videos etc.
- Approximate value of donation/funds raised if applicable



JOE GOLD LIFETIME ACHIEVEMENT AWARD

The individual who has consistently exemplified the principles on which Joe Gold built World Gym.

(more details forthcoming)

To Submit:

- Explain how this woman exemplifies the above points
- Their position and how long they have been with World Gym
- Attach any supporting material such as: reviews, testimonials, articles, videos, etc.