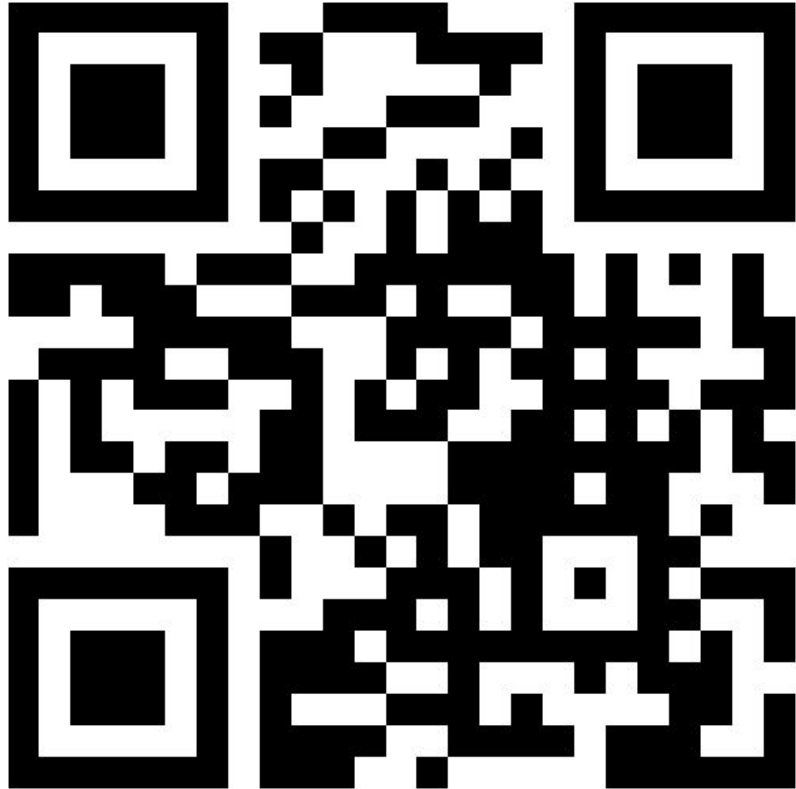


Please scan



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# ActiveSG Circle

Moving forward with the Circle

# Agenda

- What is the ActiveSG Circle
- Moving forward
- Q&A

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# What is the Circle

The ActiveSG Circle is a virtual sports centre that focuses on the following:

1. **Partnerships** - A co-creation platform
2. **Guidance** - Learning from one another
3. **Amplification** - Expand your audience
4. **Commercialisation** - Revenue generation opportunities

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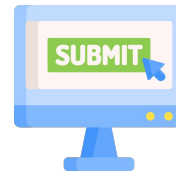
# How can you get started?



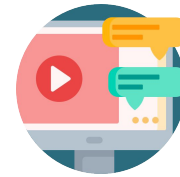
Sign up [here](#)  
You would be required  
to indicate your AEP  
REF ID (optional)



Look out for your welcome email  
(Do check your promotions/spam inbox  
too)



Submit your class schedule, and  
name.  
(while certification is being  
verified)



Once both your classes and profile  
are verified, you would have  
received an email notification. You  
are now ready to  
start hosting your classes!

This process should take between 3 - 4 working  
days

# Challenges

1. People are still warming up to the idea of virtual classes
2. Some instructors feel they need more training or a better setup to deliver a compelling virtual class
3. Unsure if it will cannibalise their physical classes upon resumption
4. How do virtual classes compare to GATV? Are we in competition?
5. Getting onboard the Circle and how can the process be smoother?
6. How can we get our classes to more people out there? Can Sport Singapore help?

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# Moving forward

1. Improving the experience of the virtual classes platform
2. Allowing instructors to create courses on the Circle (free or paid)
3. Segment based messaging to our database to sign up for classes
4. More feedback and communication with the fitness industry

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# Q&A

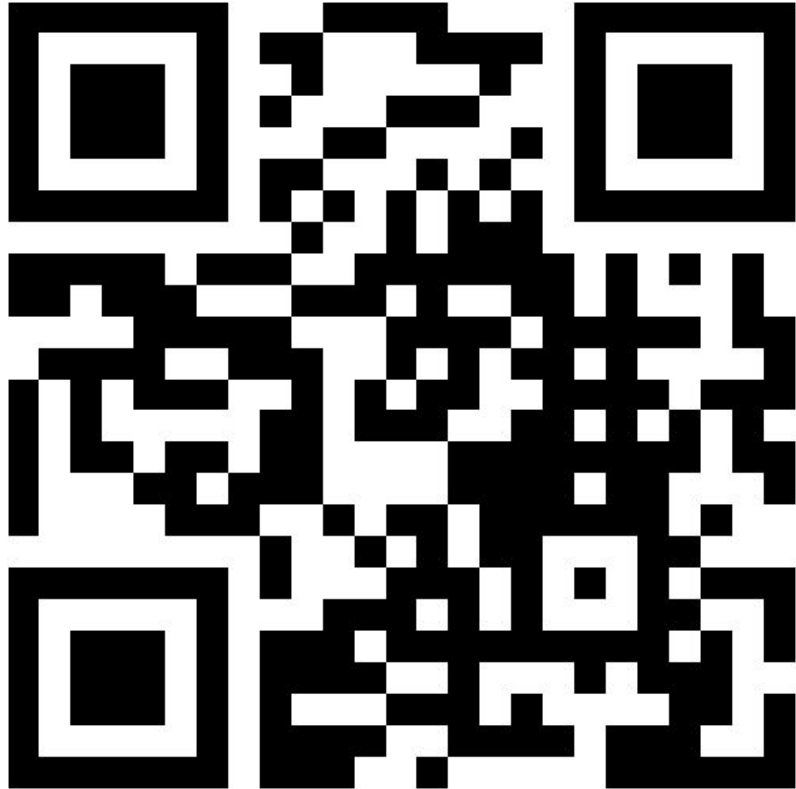
Let's talk!



Scan to leave your contact details so we can continue to engage with you



Please scan



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# Contact information

Email: [circle@myactivesg.com](mailto:circle@myactivesg.com)

# Latest Advisory



<https://www.sportsingapore.gov.sg/Newsroom/Media-Releases/2020/Advisory-On-Gradual-Resumption-Of-Sport-And-Physical-Exercise-and-Activity-After-Circuit-Breaker>