

NEWS

Who is training where and when

How sports schools use advertisements to coordinate classes, facilities, and the team.

4 October 2026, Tobias Engl



At a sports school, there's a lot going on at the same time. Multiple classes, shared gyms, rotating coaches, and participants who want to know if their class is happening today. A screen in the entrance area, the locker rooms, and the gym helps keep everything organized for both the staff and the athletes.

Participants can find everything they need there: which class is taking place in which gym, how many spots are still available, and whether the instructor will be there today or if a substitute will be filling in. If a class is canceled, the information is posted in a timely manner so no one shows up to find the door locked.

For the team, this same display keeps everyone organized throughout the day. It shows the gym schedule, the transition between groups, and the available slot for last-minute bookings. A new colleague is welcomed, a competition victory is celebrated, and the notice about equipment maintenance is posted where everyone can see it.

ScreenWay integrates with the course management system so that the schedule displayed on the screen always matches what is booked in the system. If a course changes, the display updates automatically without anyone having to replace a sheet of paper. The participant data behind it is processed on-site and remains at the school.

Sports thrive on rhythm, and a clear plan keeps that rhythm going. When everyone can see at a glance what's going on and where they belong, there's more time for what matters the activity itself.