

MARKETING & SALES IN THE FITNESS SECTOR

A FULL DAY & EVENING PROGRAMME - *Draft Programme - subject to change*

- 09.30 to 10.00 Registration and Coffee
- 10.00 to 10.15 **The Position of Women in Sport**
Nathalie Smeeman, Executive Director, EuropeActive
Board Members, Women in Fitness Association (WIFA)
- 10.15 to 10.20 Introduction - Herman Rutgers, Moderator
- 10.20 to 11.00 **European Market in 2019 - Karsten Hollasch (Partner, Deloitte)**
The report is published by EuropeActive in cooperation with Deloitte and supported by Basic-Fit, Exerp, FIBO, Gympass, IHRSA, Technogym and Yanga Sport Water.
- 11.00 to 11.30 **The Journey to More Life in a Global World: How Science, Technology and a Local Touch are Changing the Member Experience - David Long (Co-Founder & Chief Executive Officer, Orangetheory Fitness)**
- 11.30 to 12.00 Coffee break
- 12.00 to 12.30 PhD Degree Marketing in the Digital Age - Jonathan Fisher (CEO, Holmes Place)
- 12.30 to 13.00 Value based customer segmentation - David Greenfield (Philips)
- 13.00 to 14.30 Buffet Lunch
- 14.30 to 15.00 Guerilla marketing - David Patchell-Evans (Founder/CEO Goodlife)
- 15.00 to 15.15 FIBO Innovation Awards - Prof. Ingo Froboese
- 15.15 to 16.00 Break out sessions:
Pricing; Art, Science or Illusion? - Stephen Tharrett (Co-founder ClubIntel)
Personalised nutrition - André Rhoen, Vice President, DSM Nutritional Products Europe
- 16.00 to 16.30 Tea Break
- 16.30 to 17.10 Break out sessions:
Marketing case studies; SATS, Nuffield Health - Moderated by Sander van Weerdenburg
The 4th industrial revolution and Digital Darwinism - Stephen Tharrett (Co-founder ClubIntel)
- 17.20 to 17.55 **3 Case studies of new club concepts by young entrepreneurs**
Fatima Batook - Saudi - women clubs
Tom Moos - Saints & Stars
Nienke Thomas - Fit20 a new studio concept on the German market
- 17.55 to 18.10 **"Marketing & Sales in the fitness sector" book launch**
Jan Middelkamp & Nerio Alessandri
-  *This publication is the result of the support and commitment of Technogym to bring new research and evidence to our industry*
The Wellness Company
- 18.10 to 18.15 Closing Comments Moderator
- 18.15 Busses leave for Rheinterassen for Networking reception and dinner
New for 2019 - music from famous DJ

