



EUROPEAN
**HEALTH & FITNESS
FORUM**

Powered by EuropeActive and FIBO

CUSTOMER ENGAGEMENT

A FULL DAY & EVENING PROGRAMME

- 09.00** **Registration and Coffee**
- 10.00** **Opening Act**
- 10.10** **Welcome Words**
EuropeActive and FIBO
- 10.15** **Program Outline**
Moderator: Herman Rutgers
- 10.20** **EuropeActive Health & Fitness Market Report 2017**
Karsten Hollasch, Partner Deloitte
- 11.00** **Customer Engagement – Challenges and Strategies**
Prof Luis Huete, IESE Business School Barcelona
- 12.00** **The Fitness First Story on Customer Engagement**
Christophe Collinet, Director Marketing & Strategy,
Fitness First Germany
- 12.30** **The Fitness Center As We Know It Will Have To Change Dramatically**
Kristian Gotsch, Client Services Director EMEA, InsideTwoCircles

4th European Health & Fitness Forum
5th April, 2017

Congress Center Nord, Exhibition Centre Cologne, Germany



- 13.00** Lunch
- 14.30** Lessons in Customer Experience from the Airline Industry
Andreas Harting, MD Deloitte digital
- 15.00** Roundtable Discussion
- 15.50** New Club Concepts ; 4 case studies from young entrepreneurs
- 16.30** Break
- 17.00** Innovate Like a Boutique
Emma Barry, Fitness Director Equinox and Soulcycle
- 17.30** Introduction to Book Presentation
Jan Middelkamp
- 17.35** Book Presentation
Nerio Alessandri, Wellness Foundation/Technogym
Sir Graham Watson, President EuropeActive
-  *This publication is the result of the support and commitment of Technogym to bring new research and evidence to our industry*
- 17.40** EU commissioner
- 17.50** Closing Statements and Conclusions
Moderator Herman Rutgers
- 18.00** Bus to RheinTerassen for Networking Reception and Dinner

for full details and registration visit our website

www.europeactive.eu