

RIMINIWELLNESS BUSINESS TO BUSINESS CONGRESS 2019

With the theme being: **'Experience the Power of Innovation: how to generate new business with modern concepts'** this is a great event for fitness entrepreneurs and (future) leaders. Based on the Deloitte research and various monitoring, we see competition on membership increasing. For the entrepreneurs, it is important to act in an innovative way and to steer towards business. Second revenue streams cannot be ignored at the gym.

Many organisations are developing new concepts to make (and keep!) the fitness industry successful. They may be technological developments or a completely new way of presenting fitness to the consumer.

Programme outline

This day will focus on those new routes. In the morning the focus will be on the current numbers and trends within the industry. Three speakers will change the way we look at corporate wellness, boutique clubs and nutrition and key note speaker Olga Burkova, Director of World Class Russia, sees a renewed quality of service as the way to connect with a modern-day client.

New ideas will be brought to the table in the afternoon. With two new speakers both gaming in relation to fitness and wearables modern-day online community building will be discussed.

We'd love to see you there!

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PROGRAMME DETAILS

09.00 – 09.45 **Registration and coffee**

09.45– 10.00 **Welcome and opening speech by Mr Giampaolo Duregon, President of ANIF.**

10.00 – 10.15 Moderators: Anja Beverwijk, EuropeActive's Head of Communications
Francesco Capuani, EuropeActive's EU Policy Officer

10.15 – 11.00 **"Fitness Figures, Market figures, Trends and Developments in Italy**

Tomasso Nastasi, Partner at Deloitte Italy

PART 1: A FRESH APPROACH

11.00 – 11.45 **"Quality of Service is one of the Most Effective Tools to Increase Company Profits"**

Olga Burkova, Director, World Class Russia (Russian Federation)

11.45– 12.30 **"Customer Journey at Boutique Clubs"**

Barbara den Bak, Founder, High studios (Netherlands)

12.30 – 13.00 **Coffee break**

13.00 – 13.45 **"Corporate Wellness: a Successful Business Case"**

Guido Stratta, VP of HR Development, Enel Group (Italy)

PART 2: A NEW IDEA

13.45 – 14.15 **"Personal Nutrition: a New Innovative Concept"**

Sandro Sato-Tomita, DSM Nutritional Products Marketing Director EMEA
Thijs Rath, DSM Nutritional Products Account Manager (Netherlands)

14.15 – 15.30 **Lunch and networking break**

15.30 – 16.15 **"When Gaming meets Fitness: a New Healthy Experience"**

Anna Lisa Martin-Niedecken, Sphery AG (Switzerland)

16.15– 17.00 **"Technology and Innovations to Support PTs at the Gym"**

Sander Werring, Club Channel Director, Polar (Netherlands)

17.00 – 17.15 **Summary and Key Take Aways**

Anja Beverwijk, EuropeActive's Head of Communications
Francesco Capuani, EuropeActive's EU Policy Officer