

EXECUTIVE LEADERSHIP FORUM

Fairmont Hotel, Monaco

25-27th June 2017

About the Executive Leadership Forum (ELF)

EuropeActive is organising the 9th edition of the Executive Leadership Forum (ELF), the annual meeting of CEO's and top managers of leading European fitness companies. The exclusive Forum will be held at the Fairmont Hotel, Monaco, France on 25th to 27th June.



The objective of the meeting is to bring together the leading sector actors from all across Europe, in an endeavour to explore new challenges and opportunities, to network and develop valuable insights on thriving in such a dynamic industry as fitness and active leisure.

Under the guidance of influential speakers, the participants will share business visions and best practices, while also being involved in interactive physical activities. Leading experts from the health & fitness market will present latest market information, trends and opportunities. Besides, valuable knowledge and experience from outside of the fitness industry will also be shared. Presenters from top tier organisations from the hotel, car and aviation industry will be there to present their successful business experiences and practices.

Following on from the 2017 European Health & Fitness Forum held on 5th April in Cologne Germany, the 2017 Executive Leadership Forum will focus on 'Customer engagement', a topical issue in the fitness sector as enduring success is achievable only through the retention of members/customers.

The Venue

Monaco: a synonym for prestige. A place where the international elite gather, a harbour for the most beautiful yachts, a prestigious destination, and home to some of the world's most celebrated events including the Formula One Grand Prix and the Monaco Yacht Show.

The Fairmont Hotel: a unique four-star luxury resort located in the heart of the Principality of Monaco in between the Mediterranean Sea and the legendary Casino. The hotel, fully equipped with WIFI, offers three restaurants, a bar, shopping arcade, in-house Casino, Spa, Fitness Centre & rooftop pool, which offers all guests the opportunity to enjoy a world-class workout while enjoying views of the Riviera.



WHY ATTEND ELF

Here are some thoughts from delegates at past events;

"The Vienna "ELF" was fantastic!

Alongside the structured meetings, as always, the networking and informal discussions were invaluable. I found myself surrounded with the leaders, decision makers and influencers of the European fitness industry, and all of them collaborative, open and sharing.

The atmosphere was dynamic and I really feel I have taken away some valuable ideas, knowledge and contacts from the forum that I will be able to leverage into my business.

Well done & thanks Europe Active!"

Nick Coutts - CEO, Fitness Hut

"To participate on Europe Active's Executive forum is a privilege. EuropeActive's presentations and workshops are always highly enlightening and inspiring"

Niclas Bönström- CEO Mrs Sporty

"As the leading operator of fitness and wellness centres we view a collaboration with Europe Active as highly advantageous. In order to continue development of our sector in a sustainable way and to enthal a growing number of people for sports a regular Europe wide exchange is required.

Here, Europe Active takes on a leading, cooperative and integrative role"

Helko Roth - Federation of Migros Cooperatives

Programme of Events

Arrival - Sunday 25th June

14:00 Catamaran sailing

19:30 Welcome Dinner – NIKI Beach

Monday 26th June

08.00 Breakfast at rooftop Fairmont Hotel

09.30 Welcome words
Sir Graham Watson, President EuropeActive

09.35 Programme outline
Moderator Herman Rutgers

09.45 Lessons on customer engagement from the USA
Tom Lapcevic, 24h Fitness

11.00 Customer Engagement at Tesla
Richard Sikkell, Manager Global Enterprises Sales, Tesla

11.45 Coffee break

12.00 Entrepreneurship with the consumer in mind
Corinne Vigreux, Co-founder and Managing Director Consumer Division, TomTom

12.45 Lunch at rooftop Fairmont Hotel

14.00 Digital "Fan-engagement"
Stefan Leibhard – Sport Radar

14.45 4 presentations of wellbeing concepts

16.20 Interactive discussion between speakers and delegates
Moderator Herman Rutgers will lead discussion

16.45 Closing statements first day
Sir Graham Watson, President EuropeActive

17.30 Petanque & Pastis



Tuesday 27th June

- 08.30 Breakfast at rooftop Fairmont Hotel**
- 10.00 Customer engagement; lessons from the hospitality sector**
Director, Fairmont Hotel group
- 10.30 Presentation Heathrow airport – Employee engagement**
Katherine Compton, Head of Health and Wellbeing, Transformation
- 11.15 Case study on customer engagement**
Jesus Diaz Garcia, Ingesport, Spain
- 12.00 TBC**
- 12.45 Closing statements by moderator Herman Rutgers**
- 13.00 Lunch followed by departures**

Hotel Booking

Note. Delegate fees do not include flights or accommodation.

EuropeActive has negotiated a special price in the Fairmont Hotel for the duration of the forum.

To book your room taking advantage of this special rate, please complete the hotel's online booking form by 31st May 2017.

<https://aws.passkey.com/event/49125293/owner/56391/home>

If you wish to book additional nights please email;

Caroline.Petrini@Fairmont.com

Places Are Limited - Register Now

To book your place for the 2017 Executive Leadership Forum please email confirmation of attendance to:

thesecretariat@europeactive.eu



The 2017 executive Leadership Forum is sponsored by;



REGISTRATION

Attendance at the Executive Leadership Forum is by 'Invitation Only' and registration can be made through The Secretariat.

Delegate Fee:
(per person excl. 21% VAT):

EuropeActive Members: €795
Non-members: €995

Delegate fee includes;

- Dinner on the 25th •
- Sailing on the 25th •
- Dinner on the 26th •
- Lunch on 26th and 27th •
- Tea/Coffee •
- EuropeActive Publication •



EuropeActive Publication

All delegates will receive EuropeActive's new book, 'Customer Engagement & Experience in the Fitness Sector'.

This book is written for club owners and managers in the health and fitness sector who want to learn more about the ways and means to improve their business.

This publication is the result of the support and commitment of Technogym to bring new research and evidence to our industry

