

Diversification Webinar

25 March 2021: 16.00-18.00 (CET)

What is the diversification potential for your business? Let's share with Sport and Leisure companies on 2021 opportunities!

Agenda

16.00 - 16.05	Welcome & Introduction <i>Moderator: Alberto Bichi (Executive Director, EPSI)</i>
16.05 - 16.50	Sport and Leisure Ecosystem opportunities <i>Alfons Cornella (Founder of the Institute of Next and Infonomia)</i> Covid and Evolution of consumer's needs: <ul style="list-style-type: none">• Overview changes in consumer needs due to COVID-19. Assessment on the situation for sport and leisure industry business in Europe: <ul style="list-style-type: none">• Current analysis of sports and leisure sector in Europe. Crisis as mother of invention and new business models: <ul style="list-style-type: none">• Innovation and creativity as an element to create new/diverse business models.
16.50 - 17.00	Questions and answers
17.00 - 17.45	Use cases of Diversification <i>Speakers: Roland Biro (Director of Commercial, BeStrong), Stéphanie Dijkman (Sales and Marketing Director, Tignes Developpement), Andros Montilla (Digital responsable de TG Iberia), Carla Scholten (Embedded Fitness).</i> BeStrong <ul style="list-style-type: none">• Strategic planning in COVID-19 pandemic year for a fitness equipment manufacturer Tignes Developpement <ul style="list-style-type: none">• How Tignes's ski resort has been able to adapt to the pandemic and capitalize on this experience? Technogym <ul style="list-style-type: none">• From physic to phygital: feedback of a physical to online transformation by offering new services for sport halls. Embedded Fitness <ul style="list-style-type: none">• Interactive exercise in Covid-time
17.45 - 17.55	Questions and answers
17.55 - 18.00	Conclusion & Next Steps

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