

LEAD. INSPIRE. ACHIEVE.
GROW YOUR FITNESS BUSINESS.



IHRSA EUROPEAN
CONGRESS

14-17 October 2019
Dublin, Ireland



ihrsa
Success By Association®

International Health, Racquet & Sportsclub Association
+32 (0)2 320 2501 • ihrsaeurope@ihrsa.org

JOIN US IN DUBLIN!



Join us 14-17 OCTOBER 2019 for the 19th Annual IHRSA European Congress.

We are delighted to welcome you to the city of Dublin after 10 years for what promises to be a memorable 2019 IHRSA European Congress.

For this 19th Annual IHRSA European Congress, we are honoured to be supported by our host partner, Ireland Active, to ensure we offer you the best experience ever. The Irish Health and Fitness industry has grown significantly over the past 10 years and personal exercise is now the number one sport in Ireland with almost 13% of the population taking part.

In addition, Dublin's natural beauty delights and inspires all who pay it a visit. Whether it is its booming dining scene, or its large and diverse entertainment (from Irish folklore to Gaelic football), Dublin is home to centuries of culture at a very affordable price. Indeed, most major museums and galleries offer free admission!

So come and visit the 19th IHRSA European Congress by strolling down vibrant city streets, exploring pristine scenery, and immersing yourself in a cultural history like no other by visiting Dublin.

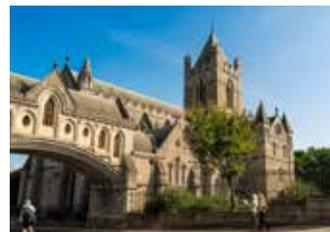
Yours in health,



ALISON GIANNARAS
*Associate Vice President
of International Development,
IHRSA, USA*



FLORIAN CARTOUX
Director, IHRSA Europe, BELGIUM



“Attending the IHRSA Congress was a great experience. It gave me an important glance of the fitness industry at a more global level, helping to better understand the present of this industry and possibilities for the future.”

– Claudia Vieira, FF Torres Unipessoal, Lda, PORTUGAL

LEARN FROM THOUGHT LEADERS. ***BUILD RELATIONSHIPS.***

The IHRSA European Congress features presentations delivered by executives from inside and outside the health and fitness industry, providing thought-provoking commentary on trends shaping business and the industry. Networking events, focus group discussions, lunch, the Sponsor Showcase, and evening receptions provide the opportunity to build relationships with colleagues from throughout Europe.

If you are involved in a decision-making capacity in the health and fitness business – whether as an executive, owner, general manager, department manager or investor – this is a must-attend event. Single club companies, multi-site companies, franchise clubs – all will benefit.

HIGHLIGHTS:

- **NEW!** Women’s Leadership Panel on Monday, 14 October.
- IHRSA’s annual CEO Panel Discussion on Tuesday, 15 October.
- One of the best networking opportunities for the industry in Europe with more than 600 industry professionals.
- Seminars designed to help you identify trends and grow your business, with simultaneous interpretation in French, German, Italian, Portuguese, Russian and Spanish.
- The opportunity to meet one-on-one with leading suppliers of fitness equipment and services at the Sponsor Showcase and throughout the event.
- Tours of some of the area’s leading health clubs.
- The opportunity to step back from your day-to-day operations and plan for a better future.
- One of the best networking opportunities in Europe with more than 600 industry professionals — and a great mobile app to make it easy to connect and post photos!



“It was my first time at the IHRSA Congress and I loved it. Excellent for networking and the presentations were very good. I highly recommend the IHRSA European Congress to everyone.”

– Catarina Henriques, Fitness Hut Amoreiras, PORTUGAL

THANK YOU SPONSORS!

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MEET IN IRELAND

KEYNOTE SPEAKERS



CASPAR CRAVEN

Adventurer & Entrepreneur, UNITED KINGDOM

Team Dynamics in a Changing World

Monday, 14 October | 18:30 – 19:30

Sponsored by Technogym

From entrepreneur, to corporate team management, to yachtsman, Caspar Craven has over 30 years experience in building teams to make things happen. After university, he spent 8 years in the corporate world – first as a chartered accountant and then as an investment banker at KPMG. Throughout his career as both family man and entrepreneur, he's built multiple successful businesses from scratch and sold one for a 7 figure sum...whilst sailing the Pacific Ocean.



MICHAËL AGUILAR

Sales Specialist & Author, FRANCE

The Secret of Elite Sellers

Tuesday, 15 October | 9:30 – 10:30

Sponsored by Technogym

Michaël Aguilar is the author of 12 books, translated into 7 languages. Two of his books include *Elite Seller* and *The Art of Motivating*. He is also the founder of Sellers of Elite, a specialized firm in training and consulting in commercial efficiency, persuasion and commercial management. Michaël is a lecturer at HEC Paris and University La Sorbonne.



SHIVVY JERVIS

Award-Winning Innovation Futurist, UNITED KINGDOM

Survive Digital Disruption and Triumph

Wednesday, 16 October | 16:00 – 17:00

Sponsored by Les Mills International

Voted one of Europe's most trailblazing women in digital, Shivvy Jervis is an award-winning innovation futurist, advisor and broadcaster. Shivvy has garnered an astonishing 22 pieces of industry recognition including a national outstanding achiever award, being nominated a 'Woman of the Year' by public vote and named one of Britain's 10 most influential South Asian women. She is currently authoring *Future, Now*, an ambitious book for which she is scouring the globe for the most powerful advances and people meaningfully shaping the next decade.

SCHEDULE



MONDAY, 14 OCTOBER

11:00 – 21:00 | Registration Desk Open

11:00 – 14:00 | Dublin Health Club Walking Tour

Pre-registration and fees required / limited availability

14:30 – 15:30 | UFIT Panel
Inclusive Fitness in Your Organisation



Moderated by Catherine Carty, Manager, UNESCO Chair in Physical Education, Sport, Fitness & Recreation, IRELAND



Kilian Fisher, International Public Policy Advisor, IHRSA, IRELAND
Gerard Yélamos, Global Coordinator, UFIT, GERMANY



Following the highly acclaimed Innovation Award recognition to the UNESCO Chair for UFIT in May 2019, this session reveals exactly what "UFIT" is and the benefits to your club. Learn from the Global

UFIT Leaders about how IHRSA's Collaboration with two UN Agencies (World Health Organisation and UNESCO) is now moving forward with UFIT, led by the UNESCO Chair in Inclusive Fitness, Sport & Recreation, PE.

15:45 – 16:45 | Women's Leadership Panel

Moderated by Kate Cracknell, Freelance Journalist, Copywriter & Editor, UNITED KINGDOM

Bahar Uçanlar, CEO, Mars Sportif, TURKEY

Francine Davis, CSO, Pure Gym, UNITED KINGDOM

Sandra Dunne, Operations Director, Gym Plus, IRELAND

In this session, experienced industry editor and writer Kate Cracknell sits down with three key leaders in the industry. You will learn about the experiences of these successful women, gain valuable perspective on the industry and their insights to how you can create your own thriving career and business.



17:30 – 17:45 | Welcome to Dublin!

Joe Moore, President & CEO, IHRSA, USA

Conn McCluskey, CEO, Ireland Active, IRELAND



17:45 – 18:15 | State of the European Industry

Jay Ablondi, Executive Vice President of Global Products, IHRSA, USA

Florian Cartoux, Director, IHRSA Europe, BELGIUM



18:30 – 19:30 | Opening Keynote

Sponsored by Technogym

Team Dynamics in a Changing World



Caspar Craven, Adventurer & Entrepreneur, UNITED KINGDOM

Learn what your team really needs when you are faced with turbulent times and there seem to be no answers, only questions. Discover how to create a team that can thrive in a world of change. Caspar will use his experiences and expertise to share how collaboration and teamwork can become the standard for your company. Empower your teams to make brave decisions, and learn why change can be the best thing for your business.

19:30 – 21:30 | Opening Reception

TUESDAY, 15 OCTOBER

7:30 – 8:30 | Dublin City Walk

9:30 – 10:30 | Keynote

Sponsored by Technogym

The Secret of Elite Sellers



Michaël Aguilar, Sales Specialist & Author, FRANCE

Some sellers achieve an extraordinary level of commercial performance. These are the "elite sellers". Michaël delivers an animated session in which you will learn who these sellers are, what they do and why they succeed even among other vendors with the same services and products. Learn to apply the best techniques for your sales situation. Michaël brings real examples to light, as you can learn to compare and improve your best practices.

10:30 – 11:00 | Sponsor Networking Coffee & Tea Break

11:00 – 12:00 | CEO Panel

Our Evolving Industry - What's Coming Next and How to Stay Relevant

Moderated by Dag Lee, Fitness Industry Executive & Board Member, UNITED KINGDOM

Anastasia Yusina, President, Strata Fitness Holding, RUSSIA

Sondre Gravir, CEO, SATS Group, NORWAY

Ahmar Azam, CEO, Leejam Sports Company, SAUDI ARABIA

In this session, Dag Lee, visits with three industry CEOs to gain their knowledge and perspective on the current state of the industry. Specific topics of leadership and strategic growth will be addressed.



12:00 – 13:00 | Sponsor Networking Luncheon

13:00 – 14:00 | Education Session

Creating Unique Customer Service & Experience

Brent Darden, CEO, Brent Darden Consulting, USA

- Learn why "differentiating" based on service is so difficult
- Create a culture of consistent hospitality at your club
- Learn about the concept of "journey mapping" your member's experience
- Discover the top things your members care about most
- Learn how to develop measured and meaningful customer feedback

14:00 – 14:30 | Sponsor Networking Coffee & Tea Break

“Over the years, IHRSA events have given me a unique chance to meet great operators and experts in the fitness industry. Many of them have become friends and each event is a great opportunity to grow on a professional and personal level.”

– Davide Venturi, Editrice Il Campo, ITALY

14:30 – 15:30 | Education Session

Let's Get Wild: Compete with Creative Sales Tactics



Leila Timergaleeva, Ambassador to Russia, IHRSA, USA/RUSSIA

- Build creative thinkers in your club sales team
- Play the “competitors’ game”:

learn when to play or not to play

- Discover how to be a leader on the market though creativity and efficient talent management
- Learn how to become better than a manager: think, watch, act
- Capitalize on what makes your club different; and learn how to generate new currency for your club with these differentiators

15:45 – 16:45 | Roundtable Discussion Groups

Open Evening

WEDNESDAY, 16 OCTOBER

9:30 – 10:30 | Education Session

Creating a Successful Team



Pelle Johansson, CEO, Hagabadet, SWEDEN

- Learn how to create a team that delivers
- Discover ways to create a

sustainable team

- Understand the driving forces for each team member
- Deliver an on-boarding program that builds your culture and gets results

10:30 – 11:00 | Sponsor Networking Coffee & Tea Break

11:00 – 12:00 | Education Session

Digital Marketing Secrets & Strategies for Fitness Business Success

Alan Leach, CEO & Director of Marketing, West Wood Clubs, IRELAND



- Get the tools, tips, and secrets for profitable online fitness club marketing
- Learn how to create an on-line ‘auto-pilot’ marketing system to flood your club with the hottest sales leads
- Discover the newest marketing automation systems that have revolutionised sales management strategies
- Get the most up-to-date and most profitable social media marketing secrets & step-by-step instructions on designing a profitable fitness business website

12:00 – 13:00 | Sponsor Networking Luncheon



13:00 – 14:00 | Education Session **Leadership in an Evolutionary World**



Jan Spaticchia, Chairman, energie Group, UNITED KINGDOM

- Understand the difference between management and leadership and what makes a great leader
- Uncover the true power of ‘man on the moon’ goals
- Discover the inevitability and speed of change in the modern fitness sector
- Learn why belief is critical and culture eats strategy for breakfast
- Understand how to embrace evolution and change as a force for positive momentum
- Learn how a team can be unleashed by lighting the fire within

14:00 – 14:30 | Sponsor Networking **Coffee & Tea Break**

14:30 – 15:30 | Education Session **Sharing the Vision: Setting Goals & Igniting Your Team with Storytelling**



Ahmar Azam, CEO, Leejam Sports Company, SAUDI ARABIA

- Facts tell, stories sell: Learn what makes a good storyteller and why it is important
- Discover how leaders utilise the power of storytelling to make impactful decisions

- Explore how leaders blend goal-setting with the power of storytelling to effectively achieve their vision
- Accomplish better results with emotional connectivity for your club or brand

15:30 – 16:00 | Sponsor Networking **Coffee & Tea Break**

16:00 – 17:00 | Closing Keynote

Sponsored by Les Mills International

How to Survive Digital Disruption and Triumph

Shivvy Jervis, Award-Winning Innovation Futurist, UNITED KINGDOM



Emotionally-aware AI, the future of work, the internet of everything, and data science – how might these technologies help you compete? In this riveting talk by 4-time award winning Futurist and Advisor Shivvy Jervis, you will hear about the latest digital breakthroughs that will give you competitive advantage. Shivvy will also help debunk the big myths around “industry disruption”, and offer a tip sheet for how to create sustainable innovation within your business.

17:30 – 19:30 | Closing Reception

THURSDAY, 17 OCTOBER

9:00 – 15:00 | Dublin Health Club Tour

Pre-registration and fees required / limited availability

ACCOMMODATIONS



Clayton Hotel Burlington Road

Upper Leeson Street

Dublin D04 A318 Ireland

Telephone: +353 1 618 5600

Website: claytonhotelburlingtonroad.com

Reservation Link:

ihrsa.org/congress-hotel

RATES:

Deluxe Standard Single Room: €239 per night

Deluxe Standard Double Room: €259 per night

Rates are inclusive of full breakfast and applicable national and local taxes. Current tax rates equal 13.5% and are subject to change.

*IHRSA's discounted room rates will be available until **9 September 2019**, unless the hotel sells out prior to this date.*



“Great Networking , nice lectures and a big opportunity to get inspiration to bring back to our daily routine in clubs.”

- Amancio Santos, Fitness Hut, PORTUGAL

REGISTRATION FEES

NOTE: Rates subject to 23% VAT. Those eligible for the registration rates below are owners/operators and employees of companies operating health club facilities and Congress Sponsors. All rates listed in Euros.

FULL REGISTRATION RATE:

Received by 31 July

Received by 15 September

Received by 10 October

Received after 10 October and onsite

MEMBER

€495

€545

€620

€720

NON-MEMBER

€595

€645

€720

€820

DAY PASS RATE:

Received by 31 July

Received by 15 September

Received by 10 October

Received after 10 October and onsite

Please indicate day:

Monday

Tuesday

Wednesday

MEMBER

€420

€470

€545

€645

NON-MEMBER

€520

€570

€645

€745

MONDAY WALKING CLUB TOUR*:

Received by 31 July

Received by 15 September

Received by 10 October

Received after 10 October and onsite*

MEMBER

€20

€25

€25

€65

NON-MEMBER

€35

€40

€40

€85

THURSDAY BUS CLUB TOUR*:

Received by 31 July

Received by 15 September

Received by 10 October

Received after 10 October and onsite*

MEMBER

€30

€35

€35

€75

NON-MEMBER

€45

€50

€50

€95

*enrollment may be limited

HOW TO REGISTER

- Visit ihrsa.org/congress
- Call +32 (0)2 320 2501
- Email ihrsa@ihrsa.org



IHRSA Europe
280 Boulevard du Souverain
1160 Brussels
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*“An outstanding event for
education, motivation and
networking!”*

– Pedro Ruiz, Vvafit, PORTUGAL