

The ukactive Conference aims to discuss and debate, what we have learnt throughout the coronavirus pandemic, what the future will be and how we can grow our sector as well as develop our influence in the nation's recovery.

The day will provide a variety of powerful keynotes, insightful breakout sessions and workshops to reunite the sector and provide forward looking thought-leadership and the opportunity to debate.

Following similar formats of Active Uprising and National Summit, the ukactive Conference aims to provide unique networking opportunities, insight and a chance to bring the sector back together in person.

Co-headline Partner:



Strand Partner:

E G Y M

Exhibition Partners:

ActiveIQ MATRIX

Drinks Reception Partner:

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Apparel Partner:



DIGITAL TRANSFORMATION	PUBLIC AFFAIRS & POLICY	HEALTH, WELLBEING & HEALTH INTEGRATION	CAMPAIGNS	INCLUSION & DIVERSITY	UKACTIVE KIDS	WORKSHOPS
<b>09:00</b> ARRIVAL / REGISTRATION						
UKACTIVE INTRODUCTION						
<b>KEYNOTE:</b> Do major sporting events have a sustainable impact on activity levels; how to really put activity at heart of 'Build Back Better'.						
<b>KEYNOTE:</b> Health incentivisation and the physical activity sector's role in supporting people to live healthier, happier lives.						
Why embark on a digital transformation journey, what value lies within and what can we learn from other sectors	Incentivising people to exercise (sector and wider built environment)	<b>Social Prescribing:</b> Pioneering a model for the world stage	<p>Campaigns – Women and Girls – How can the fitness and leisure sector support the perception and experiences of this audience?</p> <p>A session to present the key themes from research conducted by This Girl Can and ukactive, looking at barriers and motivators to taking part in exercise within a gym or leisure setting. This session will be supported by a panel discussion to build on the recommendations following the insight, which will be released in early-November as a Playbook.</p>	Digital Innovation, Inclusion and Accessibility : Solutions to engaging new audiences and customer service	Open Doors panel showcasing the power and need for Holiday clubs to be the social norm. It will highlight the impacts from the summer programme and the power of Nike and ukactive partnership	Sport England & ukactive Partnership: Exploring partnership progress and successes. Asking the audience how we can improve the partnership and work better and smarter to the benefit of the sector
LUNCH						
<b>KEYNOTE:</b> Member of Parliament						
<b>SHOWCASE:</b> Initial findings of 'Sector Digital Review: Meeting the needs of the consumer'						
Considerations when designing your digital transformation journey	Integration of the sector into health policy making	<b>Reimagining Rehabilitation:</b> Diversification opportunities in the fitness and leisure industry	<b>NETWORKING</b>	Diversity and Inclusion: A business function or a 'nice to have'?	<b>NETWORKING</b>	<b>NETWORKING</b>
<b>KEYNOTE:</b> Resilience and coming back stronger						
CLOSING NOTE						
<b>16:00</b> CLOSE						
DRINKS RECEPTION						