

ACTIVE
UPRISING

21st June, Agenda & Schedule 2018

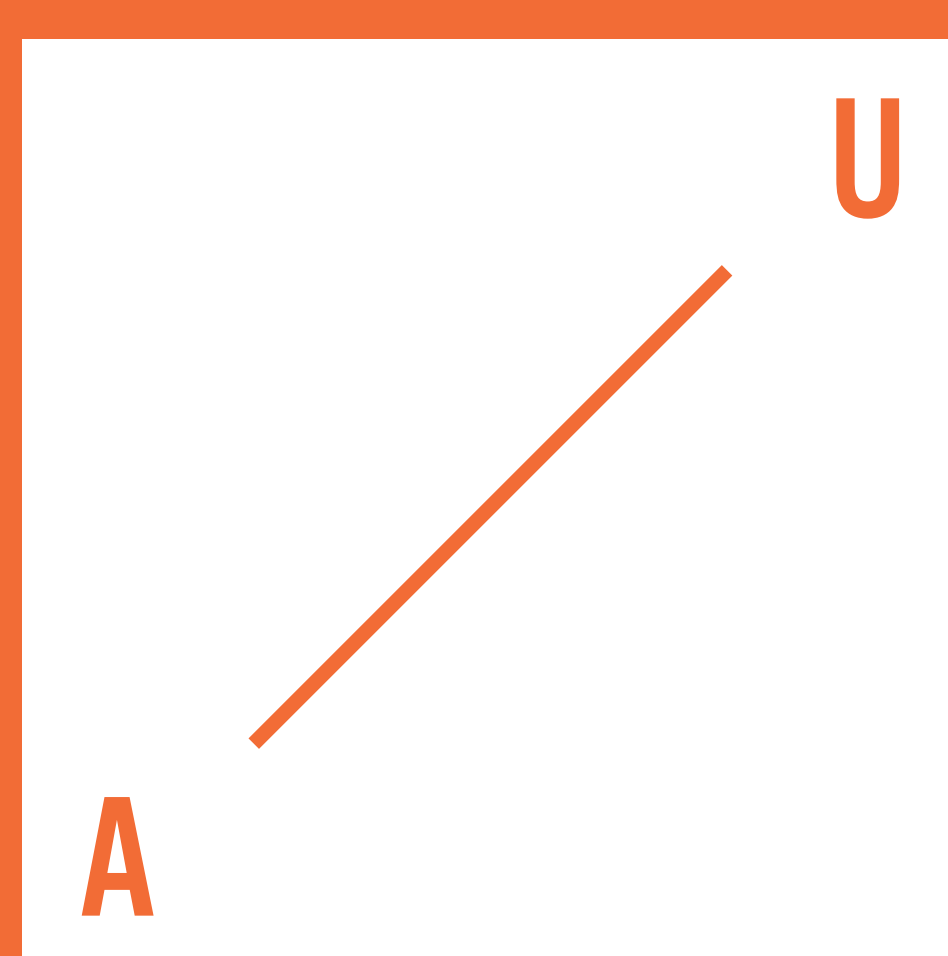
	Sweat North	ActiveLab	Community	ukactive KIDS	Ignite	Exhibition of Ideas
09:00 - 09:45	Registration & Networking					
09:45 - 10:00	Introduction to the day from Steve Ward, CEO of ukactive					
10:00 - 10:30	1st Keynote Mark Verstegan from Exos & Mike Collier from McLaren will share their experience in applying performance-based methodology, nurturing talent, performance improvement and delivering personalisation at scale to impact population health.				Master Class 1 "Customer Centricity"	The Exhibition of Ideas will be a showcase of our sponsors and event partners. They will be available throughout the day.
	Transition Time					
11:00 - 11:45	Sweat North "Boutique fitness: Creating the experience"	ActiveLab "Investing in the future of fitness"	Community "The future of collaborative communities and delivery"	ukactive Kids "More children, more active, more often: a recipe for success!"		
	Transition Time					
12:00 - 12:45	2nd Keynote Andy Burnham, Mayor of Greater Manchester				Master Class 2 "Communication Masterclass: Listening Differently- An Approach to Negotiation"	
12:45 - 13:45	Lunch and Networking					
	Transition Time					
14:00 - 14:45	Sweat North "Deconstructing a boutique"	ActiveLab "Disrupt or be disrupted"	Community "Development of an Active Community"	ukactive Kids "It takes a whole community to raise a healthy child"		
14:45 - 15:20	Networking Break				Master Class 3 "Ultimate Business Improvement Plan."	The Exhibition of Ideas will be a showcase of our sponsors and event partners. They will be available throughout the day.
	Transition Time					
15:35 - 16:20	3rd Keynote Laura Kenny, Britain's most successful female Olympian					
16:20 - 16:50	ActiveLab Live! Pitch and Live Vote					
16:50 - 17:00	Closing speeches and thank you from ukactive					Close
17:00	Close					
18:30	Drinks reception & Networking at Manchester Central					
19:15	ukactive Awards Evening & Dinner hosted by Greg Whyte in Manchester Central's Exchange Hall					

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Sweat North

The success of Sweat over the past two years has shown that the boutique fitness bubble isn't about to burst. Far from it: the sector in London is expanding rapidly . Across the capital, luxury fitness studios are thriving – creating and fostering sub-communities through the unique workout experience each brand offers.

Sweat 2018 focused on global trends, brand authenticity and opportunities for studios to enrich customer experience and offer an all-round holistic approach to wellness. This year, Sweat was about charging the London hub of boutique fitness to ensure its longevity and stability.

The experience-driven fitness trend has stood the test of time, showing it has gleaming potential for nationwide expansion. This is why principal boutique fitness event Sweat will be making its Manchester debut at Active Uprising as Sweat North.

Sweat North will explore the fundamentals of boutique fitness – from what defines an experience-driven workout to the operational aspects of running a boutique studio. The sessions will look to dissect boutique fitness as it currently stands and identify the opportunities to trail a blaze across the UK.

There will be key insights from boutique fitness leaders on UK and global trends, and observations on experience-led exercise that will benefit all operators in fitness – from independent studios to large scale gym chains. Sweat North will also be showcasing the people and businesses already offering luxe fitness in Manchester and the rest of the UK. Sweat's strand of the Active Uprising is set to be an exciting ride through boutique fitness and how it can ignite across the UK.

SWEAT



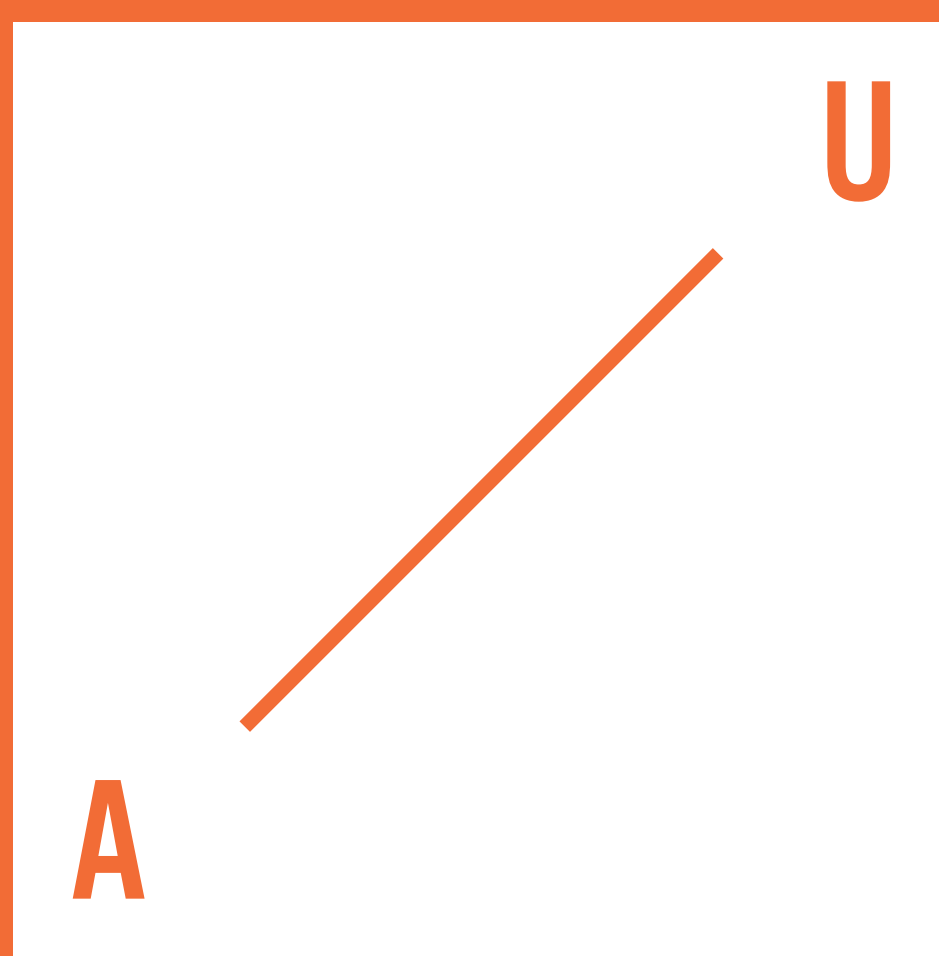
The Wellness Company

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ActiveLab

ActiveLab Live! will be returning at Active Uprising.

ActiveLab Live! will focus on the sector's digital innovators, with insight from influential figures on the importance of disruption for growth and how tech can pave the way for an active future. Steve Jobs once said that "innovation distinguishes between a leader and a follower." It's true: breaking the mould leads others to new avenues of opportunity. Innovation in the physical activity sector is vital for our growth, our sustainability and the success of our mission to get people moving more. This is why ActiveLab Live! will be taking you on a journey of innovation.

The sessions will cover key innovation topics in two main segments: 'Investing in the future of fitness' and 'Disrupt or be disrupted'. 'Investing in the future of fitness' will see investors, stakeholders and founders of leading businesses discuss the importance of investment in innovation and the best ways to foster it. You'll also hear from the companies and people who've become the best in their field after investment.

'Disrupt or be disrupted' will explore sector disruption. What can a sector learn from its disruptors? What's the right climate for a disruption? We'll hear insight from sector leaders on disruption - how to cause it and how best to embrace it.

Finally, after 11 weeks on the ActiveLab programme, our finalists will take the auditorium stage for a 90-second pitch of their products to the audience. We'll need you to vote for your favourite through the ukactive app to help decide the winner of ActiveLab 2018!

Breakout 1:

'Disrupt or be disrupted' will explore sector disruption. What can a sector learn from its disruptors? What's the right climate for a disruption? We'll hear insight from sector leaders on disruption - how to cause it and how best to embrace it.

Breakout 2:

'Investing in the Future of Fitness' will see investors, stakeholders and founders of leading businesses discuss the importance of investment in innovation and the best ways to foster it. You'll also hear from the companies and people who've become the best in their field after investment.

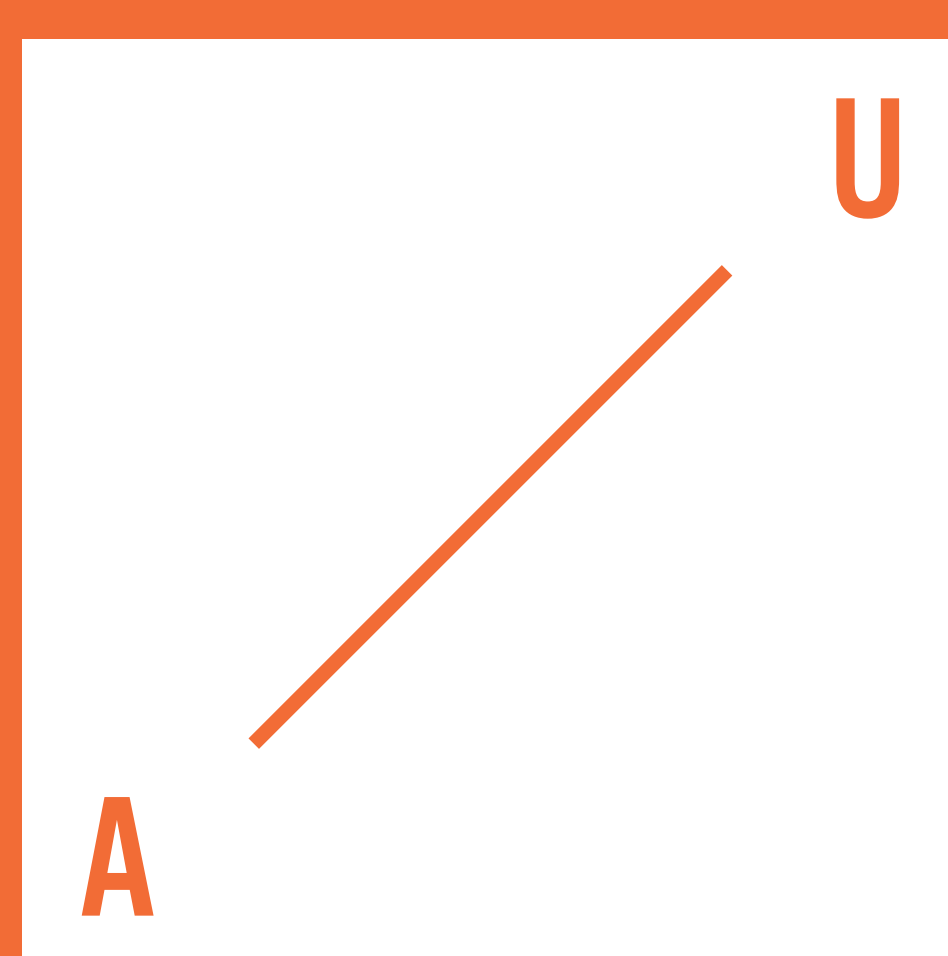


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Community

Physical activity is the golden thread running through society. We already know the transformative power it has on individual lives and whole communities. But it will take a cross-sector approach to embed physical activity into communities, requiring creative collaboration on initiatives that will have a tangible, lasting impact. Healthy Communities will focus on how we can create healthier, happier and thriving communities through impactful and innovative physical activity programmes.

Creating a healthy community needs clear-cut objectives. The Healthy Communities strand will start with a discussion on what an active and healthy community looks like. We will hear from the people and organisations already delivering grassroots programmes to understand how their vision of a healthy community shaped their objectives, and learn about what works and what doesn't during delivery.

We will dissect current public sector delivery models to identify opportunities for cross-sector partnerships and discuss the need for innovation in current and future delivery approaches. Experts and leaders from local government, the public sector, stakeholders and non-profit organisations will share their insight on what is needed for campaigns and programmes to succeed in creating a healthy community.

The impact of the built environment on health will be explored in an in-depth exploration of wellness hubs. We will draw upon the evidence base that suggests a link between wellness hubs, health improvement and better community cohesion.

We will round off Healthy Communities by pulling everything from the day together: how can we use our ideas, our objectives and our partnerships to shape strategies and create healthier, active communities?

By creating healthy communities, we work towards building a healthy nation.

Breakout 1:

"The future of collaborative communities and delivery"

Breakout 2:

"Development of an Active Community"

COMMUNITY

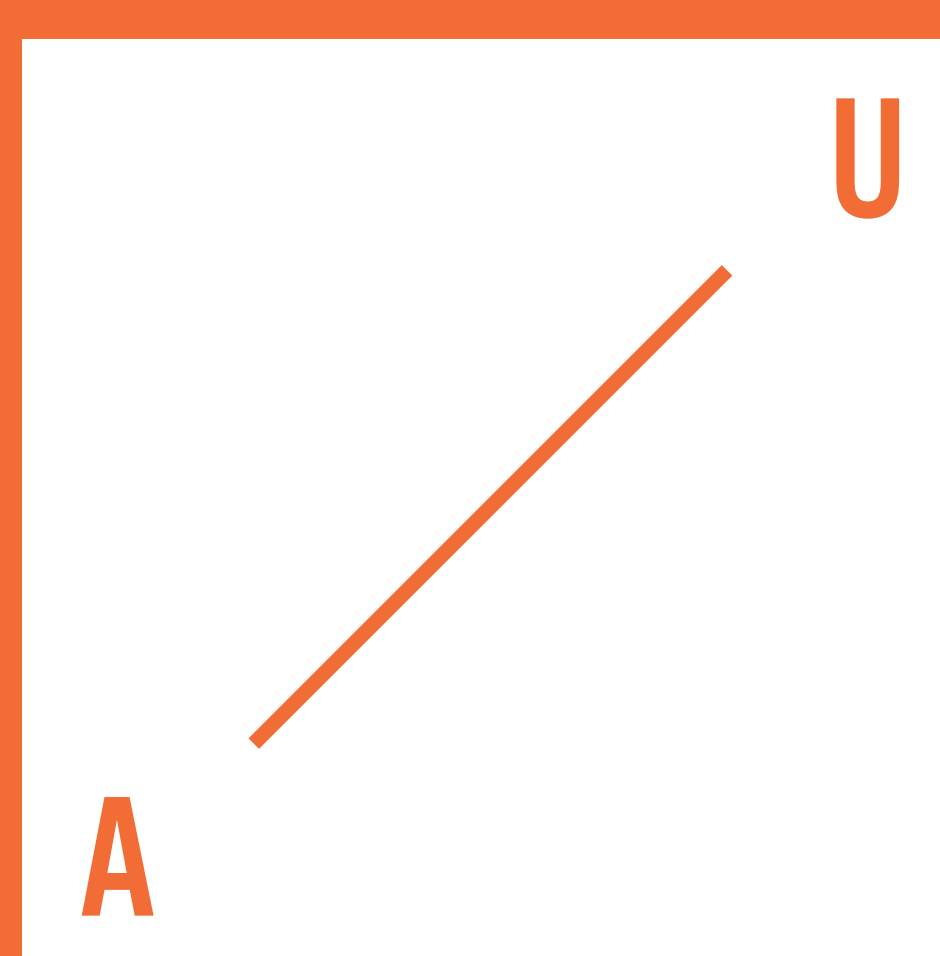
eGYM

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ukactive KIDS

More children, more active more often.

Childhood inactivity is a shared problem. Evidence shows that we urgently need to change the way our communities and institutions support children and young people to lead physically active lifestyles. We need to improve promotion of physical activity to children and young people, and ensure the physical activity opportunities we provide them are positive, high quality and inspiring.

The ukactive Kids strand at the Active Uprising Conference will explore the need for a whole systems approach to tackling childhood inactivity. Cross-sector collaboration to tackle the childhood inactivity epidemic is vital, so the ukactive Kids strand will shine a light on tangible examples and blueprints for success.

Combining keynote presentations and expert panel discussions from leading figures in education, physical activity, sport and public health, the ukactive kids strand will encourage and stimulate a solutions-based approach to getting more children, more active, more often.

Confirmed speaker Adrian Packer CBE, CORE Education Trust CEO and ukactive Kids Council Chair says: "In order to develop a truly holistic approach to children's physical activity across the UK, we need more evidence of what works from those who know this area best. This is about much more than waistlines – it's about the overall health and mental wellbeing of our children."

Breakout 1:

'More children, more active, more often: a recipe for success!'

Breakout 2:

'It takes a whole community to raise a healthy child'

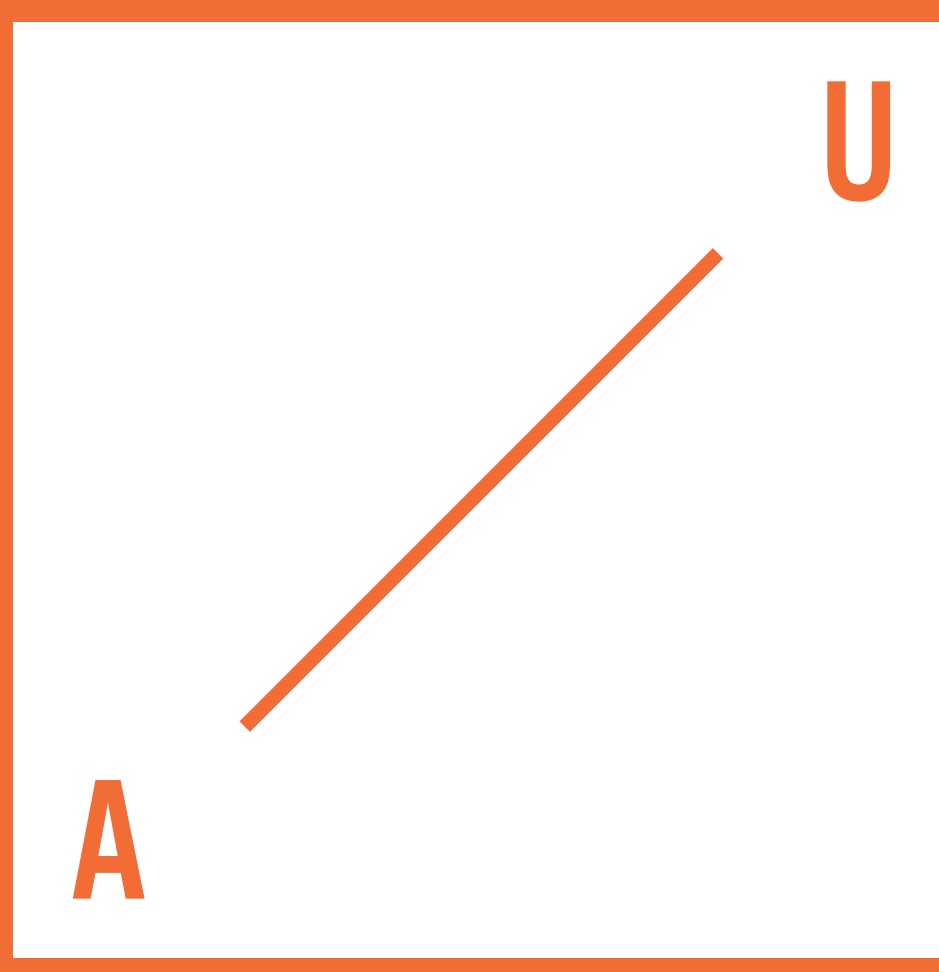


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Ignite

Customer Centricity

This masterclass will focus on enabling participants understand the importance of excelling in Customer Service. Participants will review best practices from other sectors and understand how culture can drive customer service thereby enhancing performance. Participants will also understand on how to embed customer service excellence in their culture and team DNA, from leadership down to front of house and maintenance staff.

In the workshop, participants will receive practical tips for how to get their teams motivated and taking pride at serving customers whatever their role.

Participants will in this session through breakout sessions develop plans for their team/s and will also have the chance to learn from the experience of others in the sector and see what's working in like-minded organisations.

Communication Masterclass

Participants will develop an understanding of how each one of us 'ticks' and what lies underneath the surface of our behaviour and also analyse the power of motion in communication.

Participants will learn to listen more effectively and communication clues to look for language choices that yield better results while negotiating through challenging conversation, situations.

Participants will learn through customised case in points for their role/ physical activity sector and practice 1:1 negotiation/ dialogue through simulation and role play.

Using Mind Mapping to create the "Ultimate Business Improvement Plan."

Participants will understand how mind mapping can help us to utilise the way our brains like to work and unlock their natural potential.

Participants will then understand how and why a product map of their business can help them to run the business more effectively. Showing how different departments will change the way they look at the business, from Market-ing right through to fitness.

There will be practical tips to help improve memory recall, to ensure that going forward there are no excuses not to remember product knowledge.

Participants begin the 2nd part of the workshop using a template product map to start to create and understand how vast their services are.

Groups of like-minded organisations will then come together to share their Mind Maps and produce a "Sector Best Practice Product Map", where tips can be taken to improve each organisations person product map in the final session.

IGNITE

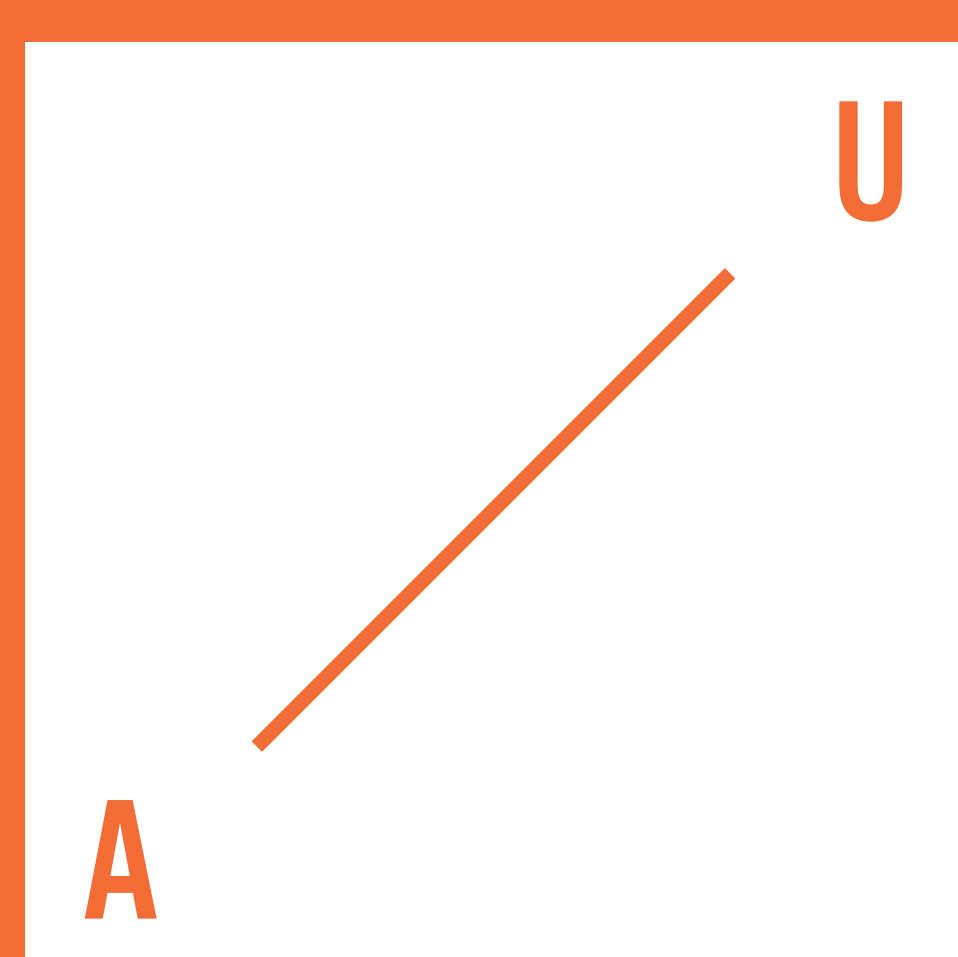
Active iQ

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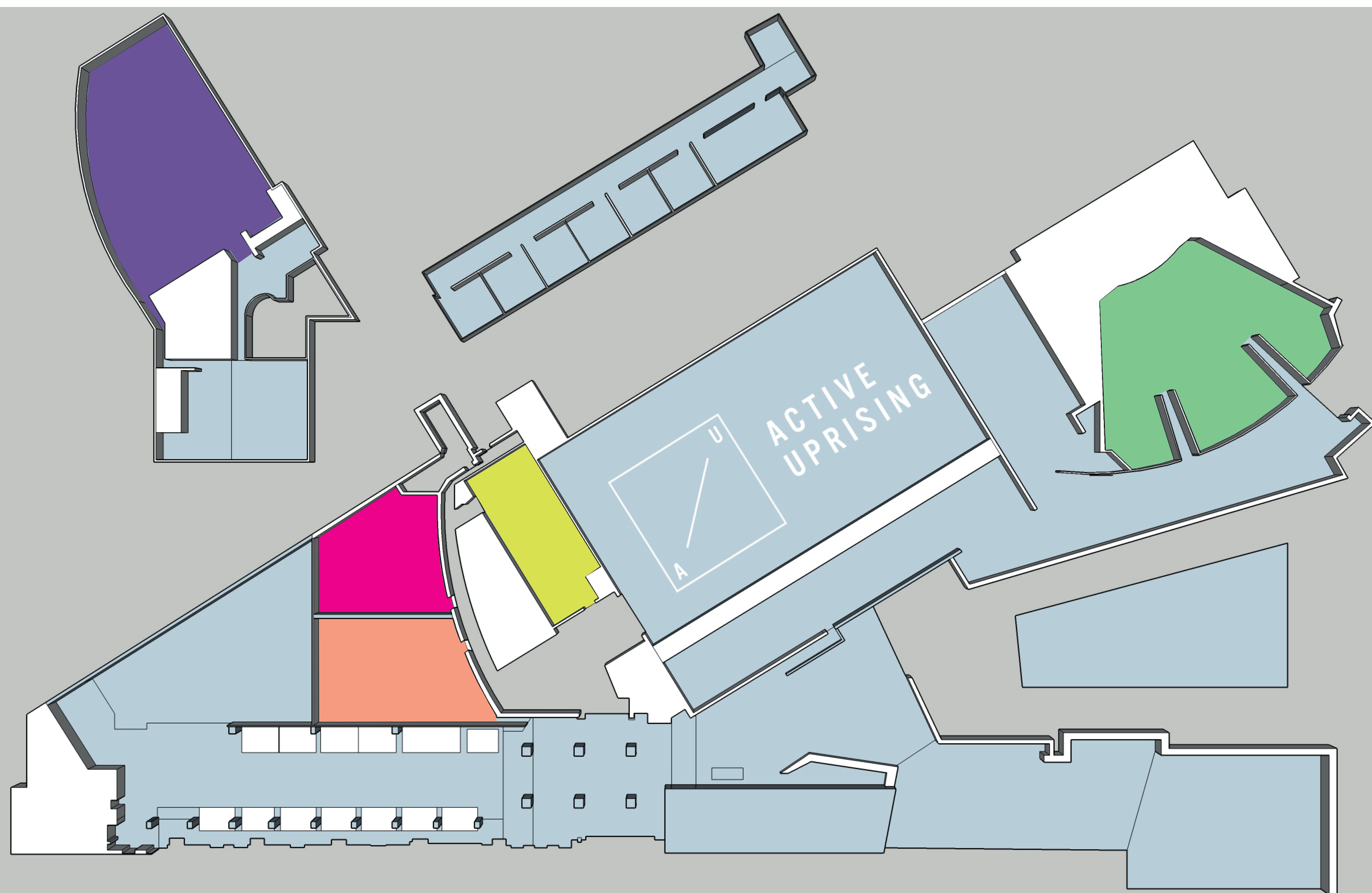
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21st June, Floor Plan 2018

Keynote Room Sponsor



Please see the agenda to
the left and right of this panel.

Each space above is colour coded
to assist you in getting to
your chosen destination.



Sweat North

Takes place in Charter 2, Supported by



ActiveLab

Takes place in Charter 3, Supported by



Community

Takes place in Exchange Auditorium, Supported by



ukactive KIDS

Takes place in Charter 4, Supported by



Ignite

Takes place in Exchange 8,9,10 on the
Upper Level and is Supported by

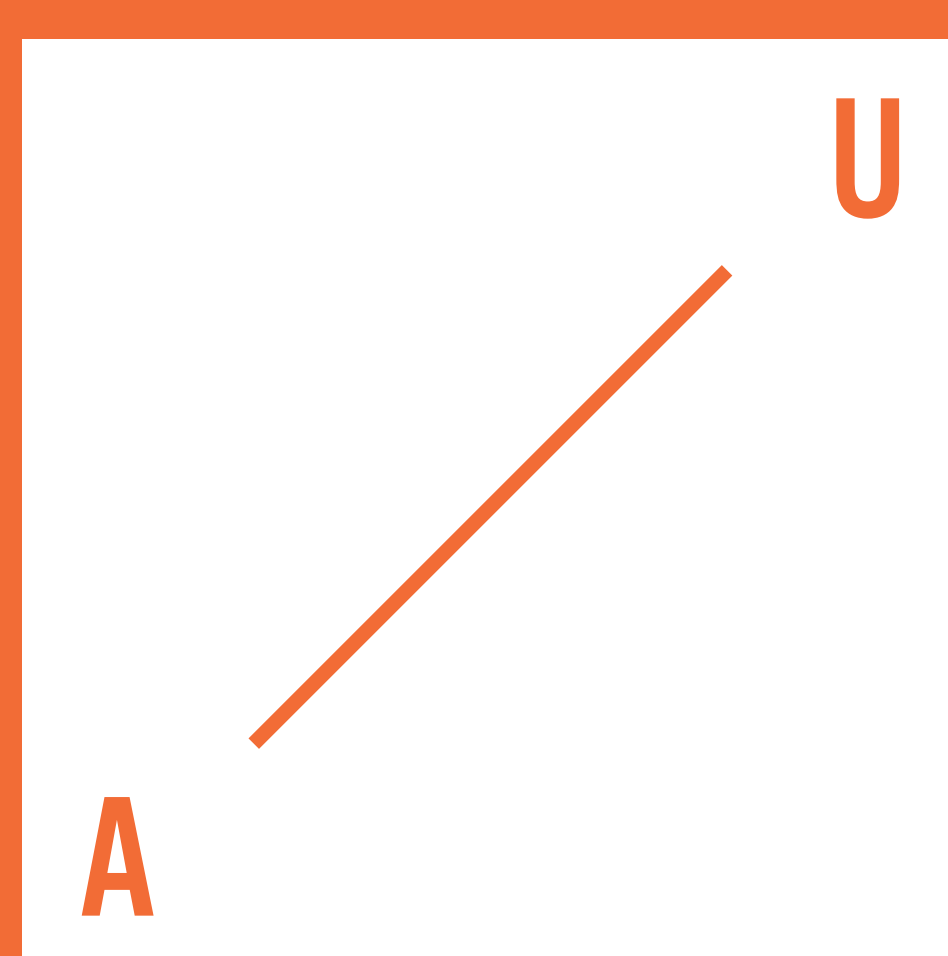


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22nd & 23rd June, Agenda & Schedule 2018

Manchester City Football Club's foundation, City in the Community, will kick-off the Active Uprising Weekend by opening the doors of City Football Academy to schoolchildren from across Greater Manchester.

City in the Community will host a special '10@10' event with Super Movers at the Etihad Campus, to launch a weekend of physical activity across Greater Manchester as part of ukactive's new Active Uprising event – a multi-day celebration of physical activity.

Coaches from City in the Community, which engages with more than 20,000 young people every week through a variety of health, education and inclusion programmes, will use their expertise to take children through a morning of activity on Friday 22 June, kick-starting a series of free events from other activity providers and venues on Friday and Saturday.

10@10 has proven to be a popular programme, with schoolchildren encouraged to take part in 10 minutes exercise at 10am, helping to generate healthy habits around physical activity. There will be a live demonstration from schoolchildren at the Etihad Campus, showing just how fun and easy it is to be a Super Mover.

Super Movers is a partnership between the BBC and the Premier League that gives primary school teachers free, curriculum-linked resources to inspire children to become more active throughout their school day and enhance their learning.

The Active Uprising Weekend follows the Active Uprising Conference and ukactive Awards on Thursday 21 June at Manchester Central Convention Complex, taking the event concept into local communities to encourage everyone to celebrate the fun and benefits of leading an active lifestyle.

There will also be opportunities for workplaces to support employee wellbeing through embedding physical activity into the working day, and sample sessions at gyms, leisure centres, parks and other activity centres to encourage families and friends to try new activities.

Head of City in the Community Mike Green said: "City in the Community is delighted to be supporting Active Uprising. This collaboration allows us to build on a shared vision with ukactive as we jointly create a unique opportunity for local kids to be active while at the Etihad Campus.

"This activation will create a great buzz throughout the city about how children can enjoy physical activity while learning about the benefits it creates in their current and future lives."

CEO of ukactive Steven Ward said: "We are delighted to have City in the Community on-board for Active Uprising. Active Uprising is going to be a landmark moment for the sports and physical activity movement so it's fantastic that City in the Community have signed up to share their expertise and help inspire more kids across Manchester.

"Schoolchildren and young people who have the chance to get active at the Etihad Campus will remember it for their lifetime, helping them create healthy habits that last a lifetime too. Physical activity has a major role to play in our children's health and happiness, and we want to see more kids getting active in fun and engaging ways that, together with a good diet and education, improve their overall wellbeing.

"From the City Football Academy to local leisure centres, the Active Uprising Weekend will send a message to every business, school, care home and community centre in the UK to inspire more people to enjoy the rewards of physical activity."

The event is also being supported by activity provider Move GB, which has hundreds of partner venues across Greater Manchester and will provide the booking platform for Active Uprising, facilitating registrations for the public, as well as fitness partners wanting to participate in the event.

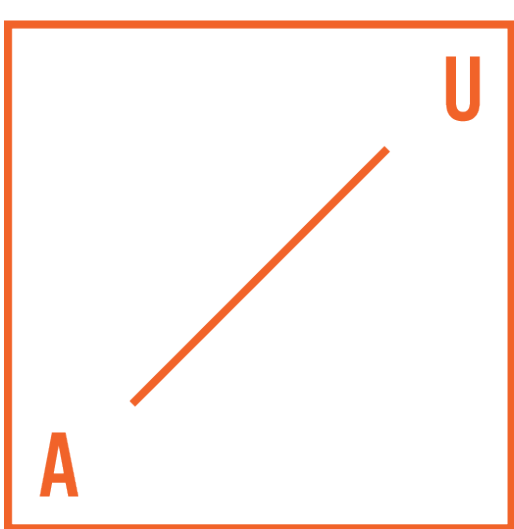
MoveGB Commercial Director Justin Mendleton said: "Active Uprising Weekend is a fantastic opportunity to help engage the population of Manchester into new and exciting fitness experiences.

"We are honoured to help ukactive deliver its goals for the event. Our mission is to remove the barriers that prevent people from staying active, so partnering with them was an obvious decision for us.

"We created MoveGB to provide the variety people need to have fun and stay active for life, and this formula helps our fitness partners leverage greater loyalty from their MoveGB users."



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EVENT PARTNERS

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main room partner



physical activity partner



affiliate partner



event partners



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