

WELCOME TO SWEAT 2019.

At Sweat on the 26th of February, we will be looking at the current boutique landscape and addressing those contemporary issues faced by many in the boutique space. There will be key-take away actions, cutting edge knowledge delivered by thought leaders and unrivalled foresight into the future of boutiques in the forever changing physical activity landscape.

LOGISTICAL INFORMATION.

Date: Tuesday 26th February

Location: Studio Spaces, London, E1W 2BB

Dress Code: Smart/Casual

Registration: 10:00 – 10:30*

Conference timings: 10:00 – 16:00

**Please note there will be no available access before 10:00am*

Networking Drinks: 16:00 – 18:00

Please join us for drinks at: The Dickins Inn, Marble Quay, St Katharine's Way, London, E1W 1UH

You will be greeted at the venue by a ukactive staff member, who will direct you to registration.

THE AGENDA.

	WAREHOUSE	ROOM #1	ROOM #2
10.00 - 10.30	Delegate Registration		
11.30 - 10.45	Welcome Note		Exhibition Room
10.45 - 11.30	The Peak of Boutique?		
11.30 - 12.00	Understand your Disruptors	11.30 - 12.00 Masterclass #1 Operations of Expansion	
12.00 - 13.00	Lunch & Networking		
13.00 - 13.45	Can GenZ be Loyal?	13.00 - 13.30 Masterclass #2 Developing your Brand Strategy	Exhibition Room
13.45 - 14.30	The Experience; commence, create, cultivate	13.45 - 14.15 Masterclass #3 Tech and Trends in Marketing	
14.30 - 15.00	Networking Break		
15.00 - 15.30	Brand for the Future		Exhibition Room
15.30 - 15.50	Survival of the Boutique; looking past 2020		
15.50 - 16.00	Closing Note		

THE SPEAKERS.

The Peak of Boutique?

- Steven Ruffell, Technogym (Chair)
- Catherine Jones, Orangetheory
- Liz Joy-Oakley, More Yoga
- Jason Tubbs, Another Space
- Chris Heron, Engine Room

Understand your Disruptors

- Adrienne Herbert
Adidas Ambassador, TedX, Fiit
Master Trainer, Boutique trainer,
PT, Podcast host

Can GenZ be Loyal?

- Will Smithard, ukactive (Chair)
- Chloe Combi, Gen Z specialist
- David Cooper, Gymbox
- Amy Johnson, Twenty Six Digital
& England Rugby
- Kevin Teague, Mindbody

The Experience; commence, create, cultivate

- Matthew Januszek, Escape Fitness (Chair)
- Michelle Dand, David Lloyd
- Mark Hutchison, Hutchison Technologies
- Olivia Brafman, Ministry of Sound Fitness

Brand for the Future

- Charlotte Dennis
Curious Consultancy
Previously - Coca-cola, Nike & Disney

Survival of the Boutique; looking past 2020

- Emma Barry,
Writer, Mentor, Speaker

BLURBS.

The Peak of Boutique?

A look at the current landscape of boutique in the UK and a debate around whether or not it is becoming saturated in this market. This will look at more than solely physical saturation, touching upon quality, offerings and gaps in the market.

Understand Your Disruptors

A look into the current disruptors to the boutiques space and the drivers behind their success. By understanding these the reasons for success the boutiques can adapt and diversify their offerings to ensure they attract and retain consumers.

Can Gen Z be Loyal?

Gen Z is the key demographic for the boutique space. This session will look at Gen Z's thought processes, mindset and consumer patterns. This will then be applied practically in terms of how to reach the current key boutique demographic.

The Experience; Commence, create, cultivate

Excellent consumer experience is a vital aspect of boutiques, from booking through to the physical space and workout. The panel will discuss each area of experience and how to create and develop these to ensure they stay competitive in the space.

Brand For the Future

A look at some key marketing principles and, using case studies, how these apply to (1) brand growth (2) brand development (3) brand longevity, within this ever-more saturated market.

Survival of Boutique; Looking past 2020

A look at the future of boutiques in relation to developing the human experience, adopting relevant technology and maximising the global wellness trends. Drawing all learnings back to how to ensure longevity as individual sites and as a collective.

MASTERCLASS BLURBS.



MASTERCLASS #1

Jo Mathews

Founder and CEO, Ten Health and Fitness

Operations of Expansion

Expansion is an exciting time for a business but also one filled with risk. Often a business will only expand once all key factors have been taken into account - but do they truly understand these key factors? And, more importantly, what have they not factored?

Join Jo Mathews, CEO and Founder of Ten Health and Fitness who have successfully expanded to 8 (soon to be 9) sites throughout London, as she delivers an intimate masterclass on what you need to know when considering expansion.



MASTERCLASS #2

Sharon Wright

Senior Marketing Manager at ukactive and founder of Nurture Consultants

Developing a Brand

Having successfully grown your boutique business it is time take it to the next level both locally and maybe globally. Becoming a recognised brand over being a 'place' requires some important thought and planning and is one of the most important skills within marketing.

In this session you will be guided through the core principles of building your brand strategy and why these are so important. The aim of this session is to give you a solid foundation to take away and work from.



MASTERCLASS #3

Daniel Macaulay

Founder and CEO, Brandwave Marketing

Tech and Trends in Marketing

In this 30 minute round-table discussion, a group of up to 12 fitness industry leaders will look at the latest tech and trends in the wider sports industry and how they can be applied to the boutique fitness industry. Notes from the discussion will then be compiled and used to create a white paper that will be made available to the group participants and UK Active members. Whether you are an operator, brand, athlete, or association - if you want to get ahead of the sports marketing curve in 2019, attendance at this round-table discussion is essential .

BOOKING A SWEAT CLINIC SESSION.

Bookings for the Masterclasses will open on **Monday 18th February**. You will be able to book on to these sessions through the ukactive Sweat App, which can be downloaded here. Details of the download were also included in your Sweat 2019 ticket confirmation. For further information on the panel sessions please see below. You can also use the app to message fellow delegates, interact with speakers and plan your day.

Please follow instructions below on how to download the event app

1. Download / Install Aventri Events app from the Apple Store or Google Play Store.
2. Launch / Open the Aventri Events app on your phone or tablet.
3. Enter Event Access Code: 055649 and click GO
4. Login Username: The email address your ticket is registered to
5. Login Password: Your ticket reference number

GETTING TO THE VENUE.

The venue is a warehouse and is located on Pennington St, a street which is not visible from the main road (A1023 / The Highway). To access Pennington St please turn down either Artichoke Hill or Chigwell Hill road. Key landmarks that you are in the right area are; the BP Garage and Volkswagen

Venue Address

Unit 2, 110 Pennington St,
St Katharine's & Wapping,
London
E1W 2BB

Travelling by Car

Pennington Street can be accessed from the A1023 via Artichoke Hill or Chigwell Hill road. Pay & Display parking is available on Pennington Street, outside of the venue. There is also Tobacco Dock Carpark round the corner on Wapping Lane

Travelling by Train

Please find a list of the nearest stations below and their distance in time from the venue:

- ✓ Shadwell (Overground): 7 minute walk
- ✓ Shadwell (DLR): 8 minute walk
- ✓ Wapping (Overground): 9 minute walk
- ✓ Tower Gateway (DLR): 13 minute walk
- ✓ Tower Hill (District and Circle lines): 14 minute walk

Travelling by Bus

The following buses stop at Tobacco Dock Bus stations:

- ✓ N551
- ✓ 100
- ✓ D3



SOCIAL MEDIA.

We encourage all delegates to get involved on social media in the lead up to and during the day. Not only is it a great way to showcase your involvement in the boutique space but an excellent way to network with other delegates and relevant sector individuals.

Sweat hashtag: #ukactivesweat
ukactive twitter handle: @_ukactive

TICKETS.

This is a ticketed event, the email received when tickets were purchased includes a unique barcode. Upon arrival please visit the ukactive registration desk where this barcode will be scanned allowing you access to the event. The barcode can be presented either as a printed or digital copy.

Please make sure your name, organisation and dietary requirements are entered correctly online as this information will be used for your personal badge and catering purposes.

*We cannot guarantee you will be catered for if we are not informed one week prior to the event

PHOTOGRAPHY AND VIDEOGRAPHY.

Please note that there will be both photography and videography taking place at Sweat 2019. If you do not wish for your photo or video to be taken please inform a member of staff by emailing events@ukactive.org.uk

WIFI.

There will be free Wifi available at the venue. Please see details below:

Network name: Studio Spaces

Password: studiospaces

WITH THANKS TO OUR PARTNERS.

HEADLINE PARTNER



MEDIA PARTNER



EXHIBITING PARTNERS



CATERING PARTNER

BALANCE

UPCOMING EVENTS.

ActiveLab Programme Launch
Thursday 7th March 2019

ACTIVE LAB

Future Leaders Programme
18th-22nd March 2019
Barcelona

UK active **Future Leaders**

FIBO Members' Dinner
Thursday 4th April 2019
Cologne

UK active **FIBO**

Elevate
8th-9th May 2019
London, Excel

ELEVATE
8-9 MAY 2019 | EXCEL | LONDON

Active Uprising
6th June 2019
Manchester Central, Manchester

UK active **ACTIVE UPRISING**

ukactive Awards
6th June 2019
Manchester Central, Manchester

UK active **AWARDS**

National Summit
31st October 2019
QEII Centre, London

UK active **NATIONAL SUMMIT**

National Fitness Day
25th September 2019
Nationwide

NATIONAL FITNESS DAY