

Headline Partner   
The Wellness Company

	Warehouse	Room #1	Room #2
10:00 – 10:30	Delegate registration		
10:30 – 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 Brand Strategy	Exhibition room
13:45 – 14:30	The Experience; Commence, create, cultivate	13:45 – 14:15 Masterclass #3 Tech & 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		

# SWEAT

Tuesday 26<sup>th</sup> February 2019  
Studio Spaces, E1W 2BB

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## 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.

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## Peak of the 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 Gen Z be Loyal?

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

## The Experience; Commence, create, cultivate

- **Matthew Januszek**, Escape (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 Boutique; Looking past 2020

- **Emma Barry**  
Writer, Mentor, Speaker



- 30 minutes with specialists in key subjects
- A chance to seek expertise and ask relevant questions
- Pre-booked via the Sweat 2019 App

## Masterclass #1: Operations of Expansion

**Jo Mathews, CEO and Founder – Ten Health and Fitness**

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: Developing a Brand

**Sharon Wright, Senior Marketing Manager – ukactive**

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: Tech and Trends in Marketing

**Daniel Macaulay, CEO and Founder - Brandwave 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 .

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Headline Partner **TECHNOGYM**  
The Wellness Company

