



ACTIVE UPRISING

CONFERENCE OVERVIEW

STRANDS	ACTIVELAB	EMPOWERING THE WORKFORCE	SWEAT NORTH	MASTERCLASSES	CHALLENGING THE MINDSET	UKACTIVE KIDS
07:30	/	/	We encourage all delegates to rise early and get active at our free Sweat session. ukactive, in partnership with Technogym, will be hosting a functional fitness workout in a boutique experience environment from 7.30-8.15am (leaving you time to shower off before the day). Expect raised heart rates, dynamic movements, conditioning sets and some morning motivation from several leading fitness trainers.	/	/	/
09:00	ARRIVAL / REGISTRATION					
09:45	UKACTIVE INTRODUCTION					
10:00	ACTIVELAB LIVE! PRESENTATIONS					
10:20	JEREMY SNAPE: THE IMPORTANCE OF MINDSET From Mo Farah to Frank Lampard, Gareth Southgate to Boris Becker, leading sports psychologist and former England cricketer Jeremy Snape has worked with some of the world's most successful athletes and coaches to uncover winning insights that truly inspire business leadership at Active Uprising.					
11:00	BREAK					
11:20	The current state of fit-tech Get a baseline understanding of the role that the next wave of fit-tech has to play in the physical activity sector today, from the consumer and commercial drivers behind some of the fastest growing tech in the world, to the trends and insights giving us clues to the future of fit-tech and its role in our communities.	Flawless customer experience: achieving business success through workforce development Customer expectations of our sector are changing, and what it means to be a fitness professional must change to keep pace. This presents opportunities that can only be realised if we reimagine what flawless customer service means today - from truly aligning our work with the NHS and social care system, to satisfying the wellbeing market and delivering an engaging experience to anyone who comes through the door, regardless of age, ability or gender.	'Maximise your offering' Boutiques are redefining the fitness industry, they have responded quickly to the demands of the millennial and Gen Z, who demand more specialised experiences. However, as the boutique scene progresses, a singular offering, no matter how strong, is not enough. Our panel will explore the 'extras' that boutique operators offer, such as a unique spin on a class, a quirky venue or a secondary offering such as branded leisurewear - and the rewards for brand and business.	The Masterclasses Active Uprising includes an incredible selection of masterclass sessions that provide essential knowledge and tangible takeaways. Under the banner our Active Uprising banner of 'Uniting the movement of an active nation', classes will include the Risk Register, Industry Insight and Marketing.	Challenging the mindset An overarching objective of our sector is to increase the opportunity for a wider group of stakeholders and contributors to engage with our agenda and develop a fertile climate for our growth. This session will challenge conventional thinking to address some of the biggest challenges the sector faces today, such as facility development and widening participation, in order to foster a truly active community.	Putting families at the heart of community activity Families are crucial for influencing children's physical activity levels, so what role does the sector play in creating a family-friendly active offer? Come and gain key insight on family behaviours, practical ideas on engaging families, and how to link into national family-focused campaigns.
12:20	LUNCH					
13:20	EMPOWERING WOMEN AND GIRLS: FROM GRASSROOTS TO THE BOARDROOM Paralympian Tanni Grey-Thompson is joined by Olympic gold medallist Joanna Williams and other trailblazers to discuss the burning issues for both the sector and its audiences when it comes to opportunities for girls and women.					
14:00	ACTIVELAB LIVE! VOTING					
14:10	GREG WHYTE & RUTH LYNCH: CHANGING LIVES THROUGH ACTIVITY Olympian and physical activity expert Greg Whyte speaks to Ruth Lynch about her incredible rise from local activity hero to the face of Sport England's This Girl Can campaign and an inspiration for women everywhere.					
14:50	BREAK					
15:00	The fit-tech framework We share a valuable, practical, framework to enable the successful adoption of fit-tech throughout the physical activity sector, enhancing both commercial opportunities and consumer experiences.	Workforce 2030: Meeting the challenges of the next decade Navigating the strategic opportunities and challenges of the next decade will require a workforce that is dynamic, agile and constantly supported to innovate, from the frontline to the boardroom. This session will explore the steps employers can take today to ensure they attract, grow and develop the leaders of the future.	Aggregators: The good and the bad We're all aware of the growing success of aggregators within the sector and the current debate around these platforms. How exactly do they work? Do they benefit the operators? Do they benefit the sector? Are they good, bad, irrelevant? It's a topic you could debate for hours - but we only have 60 minutes. We'll cover the purpose, the pros and the cons of these platforms, as well as answering your burning questions. Strong opinions and lively debate guaranteed.	The Masterclasses Active Uprising includes an incredible selection of masterclass sessions that provide essential knowledge and tangible takeaways. Under the banner our Active Uprising banner of 'Uniting the movement of an active nation', classes will include the Risk Register, Industry Insight and Marketing.	/	How a Coaching Community can change the game for 'Generation Inactive' With the development of new Coaching and Working with Children professional standards, we have a great opportunity to positively change the way children and young people experience sport and activity. Come and join an interactive workshop, exploring children's coaching concepts and become part of the Coaching Community.
16:00	CLOSE					

*Agenda and times subject to change