

# Agenda

# SWEAT

2020: Exploring Growth  
& Opportunity

9:30- 10:30	<b>Registration</b>
10:30 - 10:45	Building a Badass Boutique in 2020. <i>Introductory keynote from Emma Barry</i>
10:45 - 11:15	Reinventing Space: Creating space, programme and place
11:15 - 11:45	Consolidating Success: Funding for expansion and reinvestment into your business
11:45 - 12:15	Consolidating Success: The power of Clear Defendable Territory to give your brand the edge <i>Keynote from Richard Buchanan, Managing Director &amp; Founder of The Clearing</i>
12:15 - 12:45	Masterclasses <small>(limited availability)</small> <i>Branding</i> <i>Investment</i> <b>OR</b> Networking
12:50 - 13:50	<b>Lunch</b>
13:50 - 14:35	Boutique Experience Big Box: Programming the Future of Fitness. <i>Keynote from Richard Earney, Programme Director at Midtown Athletic</i>
14:35 - 15:00	Own your mistakes
15:05 - 15:35	Masterclasses <small>(limited availability)</small> <i>Targeting new audiences</i> <i>Recovery</i> <b>OR</b> Networking
15:35 - 15:50	<b>Networking break</b>
15:50 - 16:35	Tech for tech's sake
16:35 - 17:00	Aggregators, continuing the debate
17:00 - 17:15	Closing Note <i>Conclusion from the day by Emma Barry</i>
17:15 - 17:30	<b>Networking session</b>

*(Please note, the above timings and session are subject to change)*



20.02.20  
The Old Truman Brewery



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