



ACTIVE UPRISING

30TH JUNE 2022
THE ICC, BIRMINGHAM

Themes	 To help our members grow	 To protect, inform and advise our members	 To represent and champion our members		
09:00-10:00	Registration & Networking				
10:00-10:15	ukactive Introduction				
10:15-10:35	Rita Clifton CBE, Global Branding Expert: What branding can really do - for you and for your business				
10:35-11:05	Consumer Engagement: A shared ambition for growth				
	Morning Breakout Sessions				
11:15-12:15	 <p>Shifting the public and political dial: Leveraging the relationship between government policy and public opinion</p> <p>Insight & Policy</p>	 <p>Youth voice: Applying youth voice to build community hubs for young people to provide positive, inclusive and safe opportunities</p> <p>Children, Young People & Families</p>	 <p>The decade for change within public sector leisure: Ensuring the sector has the ability to continue tackling inequalities and supporting an active nation</p> <p>Infrastructure</p>	 <p>How digital strategy can support your overall core leisure strategy: Understanding consumer expectations from their digital experience</p> <p>Digital Transformation</p>	 <p>A sector for everyone: How diversity and inclusion are essential to fulfilling sector and market growth</p> <p>Diversity & Inclusion</p>
12:15-13:30	LUNCH				
13:45-14:15	Ollie Ollerton: Former UK Special Forces Soldier and directing staff from Channel 4's SAS: Who Dares Wins				
14:15-14:30	Baroness Tanni Grey-Thompson: Reflections on my time as ukactive Chair				
	Afternoon Breakout Sessions				
14:45-15:45	 <p>The business of health: The role of business and the sector in improving the health of the nation</p> <p>Insight & Policy</p>	 <p>A sector redefined: Redefining how we present and demonstrate the value of the independent sector</p> <p>SWEAT</p>	 <p>Stronger Together: Harnessing collaboration in a post-pandemic world to support growth and development across the public and private sector</p> <p>Infrastructure</p>	 <p>Considerations when designing your connected digital strategy: Creating a seamless digital experience for members across all channels</p> <p>Digital Transformation</p>	 <p>Innovation for active ageing: Scalable products and services for your gyms, pools and leisure centres to reach the older adult</p> <p>Active Ageing</p>
16:00	EVENT CLOSE				
17:30	 UKACTIVE AWARDS CEREMONY				

EVENT PARTNERS: 

AWARD PARTNERS: 