





## **Diversification Webinar**

25 March 2021: 16.00-18.00 (CET) What is the diversification potential for your business? Let's share with Sport and Leisure

companies on 2021 opportunities!

## **Agenda**

16.00 - 16.05  Welcome & Introduction Moderator: Alberto Bichi (Executive Director, EPSI)  16.05 - 16.50  Sport and Leisure Ecosystem opportunities Alfons Cornella (Founder of the Institute of Next and Infonomia)  Covid and Evolution of consumer's needs:  • Overview changes in consumer needs due to COVID-19.  Assessment on the situation for sport and leisure industry business in Europe:  • Current analysis of sports and leisure sector in Europe.  Crisis as mother of invention and new business models:  • Innovation and creativity as an element to create new/diverse business models.  16.50 - 17.00  Questions and answers  Use cases of Diversification Speakers: Roland Biro (Director of Commercial, BeStrong), Stéphie Dijkman (Sales and Marketing Director, Tignes Developpement), Andros Montilla (Digital responsible de TG Iberia), Carla Scholten (Embedded Fitness).  BeStrong  • Strategic planning in COVID-19 pandemic year for a fitness equipment manufacturer  Tignes Developpement  • How Tignes's ski resort has been able to adapt to the pandemic and capitalize on this experience?  Technogym  • From physic to phygital: feedback of a physical to online transformation by offering new services for sport halls.  Embedded Fitness  • Interactive exercise in Covid-time  17.45 - 17.55  Questions and answers  Conclusion & Next Steps	כט.מו - טט.מו ו	Molecuse Q Introduction
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