



EUROPEAN
OUTDOOR
SUMMIT

MALMÖ - SWEDEN
19 - 20 SEPTEMBER 2018

EUROPEAN OUTDOOR SUMMIT 2018 TIMETABLE

TIME	TUESDAY 18TH SEPTEMBER	
15:00 - 20:00	REGISTRATION - CLARION LIVE RECEPTION	
TIME	WEDNESDAY 19th SEPTEMBER	SPEAKERS
07:00 - 07:45	YOGA on the Deck with Sara Ivarsson	
07:00 - 07:45	Run with a Local	
07:45 - 08:30	REGISTRATION, COFFEE & NETWORKING	
08:30 - 08:40	EOS 2018 Welcome	John Jansen, President - EOG / Mark Held, General Secretary - EOG / Kajsa Åström
08:40 - 08:45	Welcome to Sweden	Scandinavian Outdoor Group
08:45 - 09:00	Welcome to Malmö	Tourist Skåne - Johan Hammer
09:00 - 09:55	Keynote Opening Speaker	John Straw - Digital Change and Disruption
09:55 - 10:35	The SportScheck transformation journey – from product to consumer, from retail to platform!	Markus Rech - SportScheck
10:35 - 11:05	FIKA & Networking	
11:05 - 11:55	Breakout: Technology's Promise - Scaling Solutions for Transparency and Data	Anne Gillespe - Textile Exchange
	Breakout: The Future of Wearable Technologies in Outdoor	Marius Janta - WT Wearable Technologies
	Breakout: EDI – Driver of Digitalisation in the Supply Chain	Markus Müller & Klaus Förderer - GS1
12:00 - 12:45	Keynote: Leaders in a Digital World	Liselotte Engstam - Digoshen
12:45 - 12:50	Light My Fire introduces lunch!	
12:50 - 14:15	LUNCH & NETWORKING	
14:15 - 14:55	Keynote: From helping to bring stuff to the trailhead - to joining in the fun!	Magnus Welander - Thule
15:00 - 15:50	Breakout:	Dr. Oliver Pabst - Mammut
	Breakout:	John Straw - Digital Marketing
	Breakout: Integrating Design with Sustainable Technology: the consumer perspective	Nick Chiarelli - Foresight Factory
15:50 - 16:20	REFRESHMENTS & NETWORKING	
16:20 - 16:45	Keynote: The Rise of Ethically Conscious Outdoor Exercise	Nick Chiarelli & Sofie Brodén, Foresight Factory
16:45 - 17:00	Plogging	Erik Ahlström - Plogga
17:00 - 17:05	Day 1 Round-up	Mark Held
17:30 - 18:30	Plogging around Malmö	Erik Ahlström and Polygiene
19:30 - Late	Networking Evening	Aktiebolaget Slagthuset
TIME	THURSDAY 20TH SEPTEMBER	
07:30 - 08:15	YOGA on the Deck with Sara Ivarsson	
07:30 - 08:15	Run with a Local	
08:00 - 08:30	COFFEE & NETWORKING	
08:30 - 08:35	Introduction Day 2	Kajsa Åström
08:35 - 09:25	Keynote: Love, Support, Demand and Encouragement - The Four Factors of Success	David Lega
09:25 - 10:05	Keynote:	Maurits Groen - Waka Waka
10:05 - 10:35	Keynote: The Decentralized Web 3.0 - Transforming Business and Society	Dr. Marcus Dapp - Swiss Federal Institute of Technology
10:40 - 11:25	Breakout: The growth of eCommerce and the impact of our shopping habits in 2018	Alexandra Wood - Rakuten Fits Me
	Breakout: Our Industry in the Era of the Decentralized Web (continuation of keynote)	Dr. Marcus Dapp - Swiss Federal Institute of Technology
11:25 - 11:55	FIKA & NETWORKING	
11:55 - 12:35	Keynote:	To be confirmed
12:35 - 13:05	Keynote: Importance of Consumer Facing Transparency and the Role of Tech	Nina Shariati - H & M
13:05 - 13:10	Day 2 Round-up	Mark Held
13:10 - 13:15	Closing Notes, Thank you & EOS 2019	Mark Held, Secretary, EOG & EOS 2019 EOS
13:15 - 14:15	Lunch & Networking	END OF SUMMIT
14:15	END OF SUMMIT	