



### EUROPEAN OUTDOOR SUMMIT 2017 TIMETABLE

TIME	TUESDAY 3rd OCTOBER	SPEAKERS
15:00 - 20:00	Registration - BHR Hotel Reception	
TIME	WEDNESDAY 4th OCTOBER	SPEAKERS
07:45 - 08:30	Registration, Coffee & Network	
08:30 - 08:45	EOS 2017 Welcome	John Jansen, President - EOG / Mark Held, General Secretary - EOG / Christer Flythstrom, Journalist - Sportfack
08:45 - 08:55	Welcome to Italy	Luca Businaro, President - Assosport / Luca Pedrotti, President - Italian Outdoor Group
08:55 - 09:40	THE PURSUIT OF EXCELLENCE	Brian Farley
09:40 - 10:10	THE NEW NORMAL - rapidly changing times in the US outdoor market	Amy Roberts, Executive Director, OIA
10:10 - 10:40	STATE OF THE NATION(S) - comparing the US with what is happening in Europe	Mark Held, General Secretary - EOG
10:40 - 11:10	Refreshments & Networking	
11:10 - 11:25	SUSTAINABILITY AS A SUCCESS FACTOR - It's measurable	Kai Landwehr, myclimate - The Climate Protection Partnership
11:25 - 11:30	Project myclimate and the EOS	Kai Landwehr, myclimate - The Climate Protection Partnership
11:30 - 12:10	LONG TERM VALUE CREATION - what it is and why should you bother?	Ron Soonieus, Executive in Residence - INSEAD & Managing Partner - Camunico
12:10 - 13:10	Breakout Session: THE FIRST STEP OUTDOORS – from individual pursuits to community experiences	Gabriel Arthur, Editorial Director - NORR Agency Inge Lissens, Research Director - InSites Consulting
	Breakout Session: YOU NEED TO BE WHERE YOUR CUSTOMERS ARE - omni channel fulfilment	Christoph Krauss, Managing Director - Benchex
13:10 - 14:05	LUNCH & Networking	
14:05 - 14:55	FASHION AND OUTDOOR SITTING IN A TREE K-I-S-S-I-N-G ...	Haysun Hahn, Founder - Fast Forward Trending
14:55 - 15:35	THE BLOCKCHAIN REVOLUTION - Decentralisation of Trust and Future Impact Scenarios	Richard Kastelein, Founder - Blockchain News & Partner - CryptoAsset Design Group
15:35 - 16:05	Refreshments & Networking	
16:05 - 17:05	Breakout Session: OPENING UP THE OUTDOORS - How to reach the outdoor novice	Tom Goderis, Managing Partner & Director - InSites Consulting Sarah Grant, Senior Research Consultant - InSites Consulting
	Breakout Session: TURNING ORDER TAKERS INTO EXPERIENCE MAKERS	Tom McLeod, CEO & Co Founder - Myagi
	Breakout Session: EXPEDITION 2020 - Strategic decisions based on a verified product footprint	Christoph Centmayer, Sustainability Manager - Bergans of Norway
17:05 - 17:25	Day 1 Round-up	Mark Held and Christer Flythstrom will summarise the day's events
19:30 - Late	Networking Evening & Wine Tasting	Castello di Roncade
TIME	THURSDAY 5th OCTOBER	SPEAKERS
08:45 - 09:15	Coffee & Network	
09:15 - 09:25	Introduction Day 2	Mark Held & Christer Flythstrom
09:25 - 09:45	Keynote speaker	Tommaso Brusio, Chief Operating Office - Benetton Group
09:45 - 10:30	HOW TO BE A GAME CHANGER IN PARTICIPATION	Kate Bosomworth, Communications & Brand Consultant
10:30 - 11:15	Refreshments & Networking	
11:15 - 12:05	BEYOND THE TRANSACTION - Engaging consumers around shared values	Susan Viscon, Senior Vice President Merchandising & Private Brands - REI
12:10 - 13:10	Breakout Session: THE BUSINESS VALUE & BENEFITS OF USING SUSTAINABILITY STANDARDS	Karin Kreider, Executive Director - ISEAL Alliance
	Breakout Session: IT'S ONE CONSUMER JOURNEY – how brands and retailers improve collaboration	Christoph Krauss, Managing Director - Benchex
13:15 - 13:25	Day 2 Round-up	Mark Held & Christer Flythstrom
13:25 - 13:40	Closing Notes, Thank you & EOS 2018	Mark Held, Secretary, EOG & EOS 2018 National Association
13:45 - 14:45	Lunch & Networking	END OF SUMMIT

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