

## EUROPEAN OUTDOOR SUMMIT 2018 TIMETABLE

TUESDAY 18TH SEPTEMBER		
TIME	REGISTRATION - MALMÖ LIVE RECEPTION	
15:00 - 20:00		
WEDNESDAY 19th SEPTEMBER		
TIME	TITLE	SPEAKER
07:00 - 07:45	Yoga on the Deck with Sara Ivarsson	
07:00 - 07:45	Run with a Local with Måns Renntun	
07:45 - 08:30	REGISTRATION / COFFEE AND NETWORKING	
08:30 - 08:40	EOS 2018 Welcome	John Jansen, Mark Held & Arne Strate - European Outdoor Group (EOG)
08:40 - 08:45	Welcome to Sweden	Sara Wänseth & David Ekelund - Scandinavian Outdoor Group (SOG)
08:45 - 08:55	Welcome (back) to Skåne	Heléne Östberg - Tourism in Skåne
08:55 - 9:00	Introducing our Moderator Kajsa Åström	Mark Held
09:00 - 09:55	<b>Keynote Opening Speaker: Disruption - how the current wave of technology will change the consumer market and your businesses</b>	<b>John Straw - Technology Entrepreneur</b>
09:55 - 10:35	<b>Keynote: The SportScheck transformation journey – from product to consumer, from retail to platform!</b>	<b>Markus Rech - SportScheck</b>
10:35 - 11:05	FIKA / NETWORKING	
11:05 – 11:55	Breakout: Technology's Promise - Scaling Solutions for Transparency and Data	Liesl Truscott - 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	<b>Keynote: Leaders in a Digital World</b>	Liselotte Engstam - Digoshen
12:45 - 12:50	Light My Fire introduces lunch!	
12:50 – 14:15	LUNCH / NETWORKING	
14:15 - 14:55	<b>Keynote: From helping to bring stuff to the trailhead - to joining in the fun!</b>	<b>Magnus Welander - Thule</b>
15:00 – 15:50	Breakout: An Industry Case Study - Digitalisation as the enabler of Mammut's business	Dr. Oliver Pabst - Mammut
	Breakout: Systemic changes in marketing catalyse new thinking on how to reach and influence consumers	John Straw - Technology Entrepreneur
	Breakout: Sustainable Outdoor Design: the consumer perspective	Nick Chiarelli - Foresight Factory
15:50 - 16:20	REFRESHMENTS / NETWORKING	
16:20 - 16:45	<b>Keynote: The Rise of Ethically Conscious Outdoor Exercise</b>	<b>Nick Chiarelli &amp; Sofie Brodén, Foresight Factory</b>
16:45 - 17:00	Plogging: How to Make Litter Picking Sexy!	Erik Ahlström - Plogga
17:00 - 17:05	Day 1 Round-up	Mark Held
17:30 - 18:30	Plogging around Malmö	
19:30 – Late	Networking Evening	
		Aktiebolaget Slagthuset
THURSDAY 20TH SEPTEMBER		
TIME	TITLE	SPEAKER
07:30 - 08:15	Yoga on the Deck with Sara Ivarsson	
07:30 - 08:15	Run with a Local with Måns Renntun	
08:00 - 08:30	COFFEE / NETWORKING	
08:30 - 08:35	Introduction Day 2	Kajsa Åström
08:35 - 09:25	<b>Keynote: Love, Support, Demand and Encouragement - The Four Factors of Success</b>	<b>David Lega</b>
09:25 - 10:05	<b>Keynote: Sustainability and Modern Philanthropy as Competitive Advantage Business Factors</b>	<b>Maurits Groen - Waka Waka</b>
10:05 - 10:35	<b>Keynote: The Decentralized Web 3.0 - Transforming Business and Society</b>	<b>Dr. Marcus Dapp - Swiss Federal Institute of Technology</b>
10:35 - 11:05	FIKA / NETWORKING	
11:10 – 11:55	Breakout: The growth of e-Commerce and the impact of our shopping habits in 2018	Alexandra Wood - e-Commerce Consultant
	Breakout: Our Industry in the Era of the Decentralized Web (continuation of keynote)	Dr. Marcus Dapp - Swiss Federal Institute of Technology
11:55 - 12:35	<b>Keynote: More for Less</b>	<b>John Scully - Neocles</b>
12:35 - 13:05	<b>Keynote: Importance of Consumer Facing Transparency and the Role of Tech</b>	<b>Nina Shariati - H&amp;M Group</b>
13:05 - 13:10	Day 2 Round-up	Mark Held
13:10 - 13:15	Closing Notes, Thank you & EOS 2019	Mark Held & EOS 2019
13:15 - 14:15	LUNCH / NETWORKING	
14:15	END OF SUMMIT	