

Beyond Activ Americas, 17-19 September, Marriott Marquis, NYC – FINAL AGENDA

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TUES 17 SEPT – DAY 1 – MARRIOTT MARQUIS

08.45 – 09.45: Delegate Registration and Beyond Business – A Dedicated Hour to Explore, Engage and Energise!

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OPENING KEYNOTE

09.45 – 10.00 Welcome Remarks, Reflections of 2024 and The Days Ahead

- Ross Campbell, Founder & CEO, Beyond Activ

LEADERSHIP STAGE

10.00 – 11.00: CEO Perspectives – Emerging Business Trends and Strategic Challenges That Are Impacting Our Bottom Lines and Disrupting Our Futures

- Adam Sedlack, CEO, UFC Gym
- Alberto Perlman, Co-Founder & CEO, Zumba Fitness
- Emma Barry, Founder & CEO, Trouble Global (moderator)
- Humphrey Cobbold, CEO, PureGym
- Mauro Frota, Co-Founder & CEO, BHOUT

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11.00 – 12.00: Beyond Business – A Dedicated Hour to Explore, Engage and Energise!

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LEADERSHIP STAGE

12.00 – 12.15: Keynote Address - Emerging Consumer Trends, Pricing and Behaviours – Who is Consuming What, Where, How and For What Price?

- Mike Escobedo, Chief Customer Officer, ABC Fitness Solutions

12.15 – 13.00: Emerging Consumer Trends, Pricing and Behaviours – Who is Consuming What, Where, How and For What Price?

- Debra Strougo, Founder, Row House and CEO Fitizens Holdings (moderator)
- Eric Falardeau, Partner - Health, Fitness & Wellness, McKinsey & Company
- Mike Escobedo, Chief Customer Officer, ABC Fitness Solutions
- Simeon Siegel, Managing Director, Equity Research, BMO Capital Markets

HEALTH & WELLNESS STAGE

12.00 – 12.10 Guest Address: Wellness 3.0 - Transforming Workouts Into Mind-Body Connection!

- Yvette McGaffin, Co-Founder & CEO, Reform RX

12.10 – 13.00: Ensuring ROI on Wellness-Centric Hospitality and Hospitality-Focussed Wellness – From Spa Excellence to Multi-Service Excellence

- Amanda Al-Masri, Vice President, Wellness, Hilton
- Laura Lambert-Majer, Director, Spa and Wellness, Mandarin Oriental Hotel Group
- Kenneth Ryan, Vice President, Global Operations (Spa, Fitness and Online Retail), Marriott International

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- Patrick Huey, Director, Global Wellbeing Operations, Hyatt Hotels Corporation (moderator)
- Yvette McGaffin, Co-Founder & CEO, Reform RX

INVESTMENT & INNOVATION STAGE

12.00 – 13.00: Founders Perspectives – Overcoming the Personal and Professional Challenges of Launching, Growing and Exiting Successful Businesses

- André Panobianco, Founder & CEO, Panobianco Academia
- Bryan Myers, President & CEO, [solidcore]
- Lou Lentine, Founder and CEO, Echelon Fitness
- Jeff VanDixhorn, CEO, Daxko
- Jolin Ma, COO, Beyond Activ (moderator)

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13.00 – 14.00: *Beyond Business – A Dedicated Hour to Explore, Engage and Energise!*

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LEADERSHIP STAGE

14.00 – 15.00: Three 20-Minute Keynotes On...

- (1) Reshaping Health Clubs: Embracing the transformative trend of Longevity and Wellness
 - Jeff Zwiefel, Executive Director, MIORE Longevity & Performance, Life Time
- (2) The Versatility of Fitness: Unlocking Revenue Potential
 - Wendy White, CMO, Daxko
- (3) Chartering the Phenomenal Rise of Pilates
 - Jim Heidenreich, CEO, Merrithew
 - Chris Farnsworth, Founder & CEO, LiveMetta Pilates and Yoga

HEALTH & WELLNESS STAGE

14.00 – 14.15: Guest Address - Cracking the \$4 Trillion Code: Why the Fitness Industry has Failed at Health Care and Why This is Changing

- Chris Craytor, CEO, ACAC Fitness & Wellness Centers & Welld Health

14.15 – 15.00: Widening the Total Addressable Market - The Role of Health Insurance and Health Plans in Ensuring/Insuring (Y)Our Growth and a Healthier Society

- Brett Hanson, Head, Product & Market Development, Optum Health Solutions
- Chris Craytor, CEO, ACAC Fitness & Wellness Centers & Welld Health (moderator)
- Dr. Gloria Winters, Chief Health Officer, YMCA of the USA
- Ed Buckley, CEO, FitOn Health
- Mohammed Iqbal, Founder and CEO of SweatWorks

INVESTMENT & INNOVATION STAGE

14.00 – 15.00: Investing in Connected Fitness, Digital Fitness & Fitness Technology

- Jay Worthy, Group CEO, Myzone
- Mark Watterson, CEO, iFIT Commercial
- Saumya Mittal, Co-Founder & CEO, FitBudd
- Paul Bowman, CEO, Wexer
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)

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15.00 – 16.00: *Beyond Business – A Dedicated Hour to Explore, Engage and Energise!*

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LEADERSHIP STAGE

16.00 – 16.15: Keynote Address - Is AI Useful Today? How AI Impacts Scaling Fitness & Wellness Businesses

- Vojta Drmota, CEO, Mومence

16.15 – 17.15: What Does the Future Hold for the Latin American Market – Assessing its Current Dynamics, Challenges and Remaining Upside Potential

- Guille Velez, Co-Founder, Mercado Fitness (moderator)
- Gigliola Aycardi, Co-Founder, Bodytech Colombia
- Gigio Mazzoni, Co-Founder & CEO, BIGG Fit
- Héctor Troncoso, Founder & CEO, FITSI
- Marcelo Vianna, Partner & COO, Bodytech Company

HEALTH & WELLNESS STAGE

16.00 – 17.00: Investing in Health-Span – New Developments in Wellness, Recovery & Longevity

- Enrico Klauer, CEO, MECOTEC
- Dr. Terrie Hope, Chief Research & Health Advisor, Access Consciousness
- Cher Harris, President, Club Division, The Houstonian Hotel, Club & Spa
- Lee Braun, Co-Founder & CEO, Perspire Sauna Studio
- Brian Galman, Director of Sales, InBody
- Brian Von Ancken, Founder, Wellness Growth Mastermind (moderator)

INVESTMENT & INNOVATION STAGE

16.00 – 16.15: Guest Fireside Conversation - How Can We Better Invest in the Health & Wellbeing of Our Children?

- Adam Zeitsiff, CEO, Dominique Dawes Gymnastics & Ninja Academy

16.15 – 17.00: Innovating Today's Member/Guest Experience Through New Equipment, Technologies, Concepts and Services

- Jay Galluzzo, CEO, BODY20
 - Matthijs Wilhelmus, CEO, Basi Systems
 - Rodrigo Chavez, President, Anytime Fitness Latin America
 - Ruben Mejia, Executive Vice President, Americas, SportsArt
 - Blair Campbell, CCO, Beyond Activ (moderator)
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17.00 – 18.30: *Networking Reception Powered by Beyond Activ and Hapana*

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WED 18 SEPT – DAY 2 – MARRIOTT MARQUIS

07.45 – 09.45: Delegate Registration and Beyond Business – Two Dedicated Hours to Explore, Engage and Energise!

HEALTH & WELLNESS STAGE

08.00 – 09.00: Special Breakfast Briefing and Networking Session - Meet The Leaders of Latin America's Industry. Co-Hosted By Mercado Fitness

- Jolin Ma, COO, Beyond Activ
- Guille Velez, Co-Founder, Mercado Fitness

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LEADERSHIP STAGE

09.45 - 10.00: Welcome (Back) Remarks and Reflections from Day One

- Ross Campbell, Founder & CEO, Beyond Activ

10.00 – 11.00: Opening CEO Conversations – Growth Through Innovation, Technology and Market Leadership

- Jeff Bladt, Senior Vice President, Pricing and Inventory, Mindbody + ClassPass
- Jim Pisani, CEO, Life Fitness
- Naresh Krishnaswamy, CEO, Cult.fit
- Ty Menzies, Global CEO, Lift Brands
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)

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11.00 – 12.00: Beyond Business – A Dedicated Hour to Explore, Engage and Energise!

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LEADERSHIP STAGE

12.00 – 12.15: Guest Address

- Fabrizio Cecchinelli, Format Sales & Communities Manager, Technogym (moderator)

12.15 – 13.00: Growth, Innovation and Investment Opportunities in the Premium and Luxury Market

- Emlyn Brown, Global Senior Vice President, Well-Being, Accor
- Fabrizio Cecchinelli, Format Sales & Communities Manager, Technogym (moderator)
- Greta Wagner, Executive Director & EVP, Chelsea Piers
- Jon Brady, President, Midtown Athletic Clubs
- Seane Marie Faulkner, Vice President, Product & Innovation, THE WELL

HEALTH & WELLNESS STAGE

12.00 – 13.00: Where Can We Invest Now To Ensure Our Members, Guests And Employees Are Happier And Healthier?

- C. Victor Brick, CEO, Ohana Growth Partners and Co-Founder, John W. Brick Foundation
- Lynne Brick, Vice President, Fitness, Ohana Growth Partners and Co-Founder, John W. Brick Foundation
- Dr. Terrie Hope, Chief Research & Health Advisor, Access Consciousness

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- Mia Kyricos, President & CEO, Kyricos & Associates, LLC
- Brian Von Ancken, Founder, Wellness Growth Mastermind (moderator)

INVESTMENT & INNOVATION STAGE

12.00 – 12.15: Guest Address – Where Are Franchisors Finding Growth?

- Bryan O'Rourke, CEO, Core Health & Fitness

12.15 – 13.00: Where Are Franchisors Finding New Avenues, Investors and Innovation for Growth?

- Bryan O'Rourke, CEO, Core Health & Fitness (moderator)
- Bradford Smith, Chief Development Officer, PureGym & PureFitness
- Eric Keller, Vice President, International Support, Self Esteem Brands
- Justin Vartanian, General Counsel & SVP, International, Planet Fitness
- Emily Seaman, Head, Marketing & Partnerships, Momence

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13.00 – 14.00: Beyond Business – A Dedicated Hour to Explore, Engage and Energise!

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LEADERSHIP STAGE

14.00 – 14.15: Guest Address

- Nick Lakhomoff, CEO, Vacuactivus / MEDSTARCOM

14.15 – 15.00: Next Generation Bricks and Mortar – Advancements In Facility Architecture, Design, Conceptualization, Fit-Out, Equipment And Technology Utilisation

- Dustin Grosz, CEO, Precor
- Eddie Tock, CEO, REX Roundtables (moderator)
- Eduardo Netto, Fitness Director, Bodytech Company
- Mark Miller, COO, Merritt Athletic Clubs
- Thiago Somera, Infrastructure & Supply Chain Director, Smart Fit

HEALTH & WELLNESS STAGE

14.00 – 14.15: Guest Address - The Current Status Quo and the Future of the Boutique Marketplace

- Lisa Kuecker, Founder & CEO, Studio Grow

14.15 – 15.00: Today's Crossroad for Boutique Fitness & Wellness – Where Must They Go to Outperform The Market?

- Amanda Freeman, Founder & CEO, SLT
- Amie Skinner, Head of Training & Development, KX Pilates
- Emma Barry, Founder & CEO, Trouble Global (moderator)
- JJ Cregan, COO, Orangetheory Fitness
- Lisa Kuecker, Founder & CEO, Studio Grow

INVESTMENT & INNOVATION STAGE

14.00 – 14.15 – 15.00: How Do Financiers and Investors Currently View the Health, Active Lifestyle and Outdoors (HALO) Industry – Reflections on Deal Flow, Capital Raises, Access to Capital Markets and Investor Sentiment

- David Weston, Managing Director, Buyout and Late-Stage Growth, HighPost Capital

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- Jim Crowell, Co-Founder, The SageHouse
 - Pete Moore, Founder & Managing Partner, Integrity Square (moderator)
 - Simeon Siegel, Managing Director, Equity Research, BMO Capital Markets
 - Vinícius Mendonça, CFO, Selfit Academias
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15.00 – 16.00: *Beyond Business – A Dedicated Hour to Explore, Engage and Energise!*

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LEADERSHIP STAGE

16.00 – 16.15: Closing Keynote Address - The Rise Of Hybrid Fitness; Leveraging AI & Fittech To Meet Your Members, Everywhere

- Mark Watterson, CEO, iFIT Commercial

16.15 – 17.00: How Can Our Industry Harness the True Potential of Technology – From Hardware to Software to AI

- Al Noshirvani, Co-Founder & Managing Partner, ALTA Technology Group
- Ross Campbell, Founder & CEO, Beyond Activ (moderator)
- Mark Watterson, CEO, iFIT Commercial
- Jarron Aizen, Founder & CEO, Hapana

INVESTMENT & INNOVATION STAGE

16.00 – 17.00: Three 20-Minute Keynotes On...(1) The Future of People Operations in the Fitness & Hospitality Industry, (2) New Paradigms and Emerging Concepts in Fitness Education and Personal Training, and, (3) Sharing Our Secret Sauce, But It's Really F&M\$ing Hard To Do

- David Van Daff, Vice President, Industry Development & Public Affairs, NASM
- Jon Brady, President, Midtown Athletic Clubs
- Julian Barnes, Co-Founder and CEO, BFS Network

HEALTH & WELLNESS STAGE

16.00 – 17.00: Overcoming the Challenges and Seizing the Opportunities of Building, Managing & Monetising Your Community and Your Brand

- Benjamin Donhardt, Co-Founder & CEO, Supafitgrow (moderator)
 - Evelyn Webster, CEO, SoulCycle
 - Kory Angelin, President, The DRIPBaR
 - Terry Blachek, Owner, Austin Fitness Group
 - Zach Colman, Founder, GymMark
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