

BEYOND ACTIV EUROPE – FINAL DOWNLOADABLE AGENDA

DAY 1 – WEDNESDAY 24 JUNE 2026

EXPERIENCE + EXHIBITION ZONE

9.00 AM – 10.15 AM: Registration Opens, Opening of Experience + Exhibition Area

9.00 AM – 10.15 AM: BEYOND NETWORKING HOUR & EXHIBITOR ACTIVATIONS – Dedicated Time to Explore, Engage, Refuel and Energise!

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MAIN STAGE (STAGES 1+2)

10.15 AM – 10.30 AM: OPENING REMARKS & WELCOME ADDRESSES

[Ross Campbell, Founder & CEO, Beyond Activ](#)
[Alberto García Chápuli, Director General, FNEID](#)

10.30 AM – 10.50 AM: OPENING KEYNOTE ADDRESS – Beyond the Headlines: What Real Transaction Data Tells Us About the State of European Fitness

[Conor O'Loughlin, CRO, ABC Fitness](#)

10.50 AM - 11.05 AM: Quire Fire Networking Break

11.05 AM – 12.00 PM: OPENING KEYNOTE PANEL DISCUSSION AND Q&A: The State of the Industry – Market Headwinds, Capital Shifts, Investment Trends and the Next Growth Plays

[Dan Summerson, Managing Director, Everlast Gyms, Frasers Group](#)
[Marjolijn Meijer, Vice Chairman, Urban Gym Group](#)
[Chip Ohlsson, Chief Development Officer, Planet Fitness](#)
[Christian Ask, CEO, 247Group & Fitness24Seven](#)
[Martin Seibold, Group CEO, LifeFit Group](#)
[Ross Campbell, Founder & CEO, Beyond Activ \(moderator\)](#)

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EXPERIENCE + EXHIBITION ZONE

12.00 PM – 5.00 PM: EXTENDED LUNCH BREAK & EXHIBITOR ACTIVATIONS

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MAIN STAGE (STAGES 1+2)

1.30 PM – 1.45 PM: KEYNOTE ADDRESS - From Sick Care to Health Care: The YMCA Health Transformation Blueprint

[Dr. Gloria Winters, Chief Health Officer and Senior Vice President, Health Partnerships and Business Development, YMCA](#)

1.45 PM – 2.30 PM: KEYNOTE PANEL DISCUSSION AND Q&A: The Healthspan Shift – How Are Operators and Developers Curating, Integrating and Monetising Longevity & Wellness?

[Dr. Gloria Winters, Chief Health Officer and Senior Vice President, Health Partnerships and Business Development, YMCA](#)
[Erica Tillinghast, Vice President, Marketing, Precor \(moderator\)](#)
[Nathan Clute, Chief Strategy Officer, Armah Sports](#)

[Sammy Gharieni, Founder & CEO, Gharieni Group](#)

2.30 PM – 2.50 PM: KEYNOTE ADDRESS: Your Future Agentic Workforce, what it is, why it's inevitable, and what fitness operators must do to build one
[Ian Mullane, Founder, KeepMe](#)

2.50 PM – 3.30 PM: KEYNOTE PANEL DISCUSSION AND Q&A: How Will Technology Continue to Transform Our Industry, Its Direction and Its Success in the Next 1-2-3 Years?
[Marc Diaper, CEO, Fitness First UK](#)
[Thomas Mendonça, Managing Director - Digital, IS, Marketing & Transformation, Fitness Park](#)
[Jörg Fockenber, Global CDO, Gold's Gym and Vice President – Strategy, Expansion and Franchise, RSG Group](#)
[Nad Myan, Vice President, Innovation & Corporate Growth, GoodLife Group](#)
[Ollie Flegg, Director of Enterprise Payments, Sales & Customer Success, Xplor Fitness & Leisure \(moderator\)](#)

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EXPERIENCE + EXHIBITION ZONE

3.30 PM – 4.00 PM: QUICK FIRE REFRESHMENT & NETWORKING BREAK

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MAIN STAGE (STAGES 1+2)

4.00 PM – 4.15 PM: CLOSING KEYNOTE ADDRESS: Lessons from 4 Industry Legends
[Herman Rutgers, President, Global Growth Partners](#)

4.15 PM – 5.00 PM: CLOSING KEYNOTE PANEL DISCUSSION AND Q&A: Changing of the Guard – Legends' Lessons As They Reflect on Their Successes, Their Failures, Their Legacies and How They Built Their Companies
[John Treharne, Chair, The Gym Group](#)
[Juan Del Río Nieto, Former CEO, Viva Gym](#)
[Katarina Andersson, Founder & Former CEO, STC](#)
[Herman Rutgers, President, Global Growth Partners \(moderator\)](#)

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EXPERIENCE + EXHIBITION ZONE

5.00 PM – 7.00 PM: BIENVENIDO A ESPAÑA – ICEBREAKER VIP NETWORKING RECEPTION

[KINDLY CO-SPONSORED BY: PLANET FITNESS](#)

DAY 2 – THURSDAY 25 JUNE 2026

08.30 AM – 09.30 AM: Registration Opens

EXPERIENCE + EXHIBITION ZONE

8.30 AM – 9.30 AM: BEYOND NETWORKING HOUR & EXHIBITOR ACTIVATIONS – Dedicated Time to Explore, Engage, Refuel and Energise!

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STAGE 1

09.30 AM – 10.30 AM: GUEST ADDRESS, GUEST PANEL DISCUSSION AND Q&A – Boom, Bust or Breakthrough? The True State of European Franchising Today

[Jonathan Fisher, CEO, Tribute Brands](#)

[Lukasz Dojka, Founder & Chairman, Xtreme Brands](#)

[Sander van den Born, Chief International Officer, Purpose Brands](#)

[Rene Swart, CFO, EMEA, Lift Brands](#)

[Steve Newell, Vice President, Global Key Accounts \(Health Clubs\), Life Fitness \(moderator\)](#)

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STAGE 2

09.30 AM – 10.30 AM: GUEST ADDRESS, GUEST PANEL DISCUSSION AND Q&A – Local Roots, Global Reach – The Growth Strategies Powering the Expansion of Iberia's Leading Companies

[Juan Pablo Nebrera, Co-founder and CEO, Brooklyn Fitboxing International](#)

[Bernardo Rocha Novo, CEO, SC Fitness](#)

[Jordi Bella, CEO & Managing Director, Synergym](#)

[Pedro Simão, CEO, Balance Company](#)

[Paulo Akiou, Chief Platform Growth Leader \(ABC Evo\), ABC Fitness \(moderator\)](#)

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EXPERIENCE + EXHIBITION ZONE

10.30 AM – 11.30 AM: BEYOND NETWORKING HOUR & EXHIBITOR ACTIVATIONS – Dedicated Time to Explore, Engage, Refuel and Energise!

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STAGE 1

11.30 AM – 11.45 AM: GUEST ADDRESS: Insight into a Transformation Project

[Mumtaz Demirci, Co-CEO, Mars Athletic](#)

11.45 AM – 12.30 PM: GUEST ADDRESS, GUEST PANEL DISCUSSION AND Q&A: From Data Chaos to Dollar Impact – How Operators Turn Tech & AI Into Retention, Revenue & Real LTV

[Fabrizio Colciago, CEO, Uptivo](#)

[Igor Carapina, Chief Revenue Officer, Rolla](#)

[Mohammed Iqbal, Chairman, Sweatwork and CSO, ABC Fitness \(moderator\)](#)

[Mumtaz Demirci, Co-CEO, Mars Athletic](#)

[Rosanna Tucker, Founder & CEO, CoverMe](#)

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STAGE 2

11.30 AM – 11.45 AM: GUEST ADDRESS: The Big Data Behind Better Fitness Outcomes
Ethan Ha, Business Development Manager, InBody

11.45 AM – 12.30 PM: GUEST PANEL DISCUSSION AND Q&A: Rebuilding the Offer, Upgrading the Product – How Operators and Suppliers Are Innovating Spaces, Services and Experiences
Kent Orrgren, Founding Director, RomaniaActive and Board Member, Member 24
Greta Radzevičienė, CEO, Impuls and Lemon Gym group
Kurt Mangum II, Vice President of Partnerships, International Sports Sciences Association (moderator)
Paul Ferris, Co-Founder & CEO, Speedflex
Robert Sawhney, CEO (APAC) & CCO, Watson Gym Equipment

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EXPERIENCE + EXHIBITION ZONE

12.30 PM – 2.00 PM: EXTENDED LUNCH BREAK & EXHIBITOR ACTIVATIONS

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STAGE 1

2.00 PM – 3.00 PM: CLOSING GUEST ADDRESS, GUEST PANEL DISCUSSION AND Q&A: Breaking the Old Playbook – Meet the Disruptors Redefining Women’s Health, Fitness and Wellness, and Where They’re Forcing Change
Michelle Dand, Head, Product & Programming, David Lloyd Clubs
Kerry Curtis, CCO, Total Fitness
Rachel Young, Senior Advisor, Beyond Activ (moderator)
Magdalena Szwed, Director, Fitness Product Development, Benefit Systems
Selina Bridge, CEO, KX Pilates

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STAGE 2

2.00 PM – 2.15 PM: CLOSING GUEST ADDRESS: How Clubs Can Reach New Audiences
Rod Hill, Co-Founder & Co-CEO, FIT Brands International

2.15 PM – 3.00 PM: CLOSING GUEST PANEL DISCUSSION AND Q&A: Are Play, Leisure & Recreation the Keys to Unlocking Increased Industry Penetration and Population Health?
Cameron Saunders, CEO, ukactive
David Stalker, Chair, UK Active
Janna Hellerup Ulvselius, Secretary General, Friskis&Svettis Rik
Jolin Ma, COO, Beyond Activ (moderator)
Pepe Cano Castiñeira, Managing Partner, IHWA Consulting

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EXPERIENCE + EXHIBITION ZONE

3.00 PM – 4.00 PM: EVENT FINALE - BEYOND WONDER WOMEN NETWORKING HOUR – A Specially Created & Dedicated Networking Hour to Connect With Established and Emerging Women Leaders.

4.00 PM: Close of Beyond Activ Europe 2026

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