

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 - 11.00 AM: Quire Fire Networking Break

11.00 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?

[Jörg Fockenberg, Global CDO, Gold's Gym and Vice President – Strategy, Expansion and Franchise, RSG Group](#)

[Marc Diaper, CEO, Fitness First UK](#)

[Nad Myan, Vice President, Innovation & Corporate Growth, GoodLife Group](#)

[Ollie Flegg, Director of Enterprise Payments, Sales & Customer Success, Xplor Fitness & Leisure \(moderator\)](#)

[Thomas Mendonça, Managing Director - Digital, IS, Marketing & Transformation, Fitness Park](#)

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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

[Herman Rutgers, President, Global Growth Partners \(moderator\)](#)

[John Treharne, Chair, The Gym Group](#)

[Juan Del Río Nieto, Former CEO, Viva Gym](#)

[Katarina Andersson, Founder & Former CEO, STC](#)

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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](#)

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

[Sander van den Born, Chief International Officer, Purpose 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

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

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

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

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

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

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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
[Greta Radzevičienė, CEO, Impuls and Lemon Gym group](#)
[Kent Orrgren, Founding Director, RomaniaActive and Board Member, Member 24](#)
[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
[Kerry Curtis, CCO, Total Fitness](#)
[Magdalena Szwed, Director, Fitness Product Development, Benefit Systems](#)
[Michelle Dand, Head, Product & Programming, David Lloyd Clubs](#)
[Rachel Young, Senior Advisor, Beyond Activ \(moderator\)](#)
[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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