DAY 1 – THURSDAY 12 NOVEMBER 2026

EXPERIENCE + EXHIBITION ZONE

08.00: Registration Opens, Opening of Exhibition Hall, Experiences and Beyond Business 1-on-1 Meetings

==========

KEYNOTE MAIN STAGE

09.00 AM – 09.15 AM: WELCOME REMARKS & KEYNOTE ADDRESS: Is the Workout the Excuse? The Industry State of Play
Mike Escobedo, Chief Commercial Officer, ABC Fitness
Ross Campbell, Founder & CEO, Beyond Activ

09.15 AM – 09.40 AM OPENING KEYNOTE FIRESIDE CHAT – Navigating Our Industry Forward to Greater Heights
Colleen Keating, CEO, Planet Fitness
Ross Campbell, Founder & CEO, Beyond Activ

09.40 AM – 10.30 AM: OPENING KEYNOTE PANEL DISCUSSION AND Q&A: CEO Unfiltered – The Bets That Paid, The Mistakes That Hurt & The Decisions That Defined Value
Bill McMenamy, CEO, New York Sports Club
Chris Schmidt, Executive Vice President, Club Sales and Operations, 24 Hour Fitness
McCall Harwell, Enterprise Sales Director, Opus Training (moderator)
Randy Eckels, CEO, Xplor Technologies
Steven Schwartz, CEO, Midtown Athletic Clubs

==========

EXPERIENCE + EXHIBITION ZONE

10.30 AM – 11.30 AM: NETWORKING BREAK, EXHIBITION TOUR AND EXHIBITOR ACTIVATIONS – Dedicated Time to Explore, Engage, Refuel and Energise!

==========

KEYNOTE MAIN STAGE

11.30 AM – 11.50 AM: KEYNOTE ADDRESS: The Future of Leadership in Health & Wellness
Jon Nasta, Head, Global Gyms & Health Clubs, CTN

11.50 AM – 12.40 PM: KEYNOTE PANEL DISCUSSION AND Q&A: The Blurring Lines of Health – Where Should Brands Play, How Should They Grow, and What Does It Take to Truly Engage Today's Consumer?
Dion Camp Sanders, Chief Commercial Officer, Peloton
Jeff York, Chief Executive Officer, Altea Active
João Barbosa, Co-Founder, Wellhub
Julia Cheney, Senior Director, Sports & Brand Partner Marketing, OURA
Mike Escobedo, Chief Commercial Officer, ABC Fitness
Mike Leveque, Chief Development Officer, The Bay Club Company

ACTIVATION STAGE

11.30AM – 12.00 PM: How Leading Brands Create Accountability from HQ to Frontline
Andrew Fick, Senior Director, Operations, Camarillo Fitness LLC (Orangetheory Fitness)
Erika Wasser, Co-Founder & CEO, Prospr (moderator)
Jay Graves, Executive Vice President, Operations, EoS Fitness

12.00 PM – 12.40 PM: GUEST PANEL DISCUSSION AND Q&A: Revenue Acceleration, Diversification and Optimisation: Pricing, Packaging and Upsell Strategies That Actually Work
Eddie Tock, CEO, REX Roundtables (moderator)
Mark Miller, COO, Merritt Clubs
Vinícius Mendonça, CFO, Selfit Academias
Wayne Ellis, CEO and Partner, BFit Gym + Fitness

==========

EXPERIENCE + EXHIBITION ZONE

12.40 PM – 2.00 PM: EXTENDED LUNCH BREAK (F&B SERVED) AND EXHIBITOR ACTIVATIONS – Dedicated Time to Explore, Engage, Refuel and Energise!

==========

2.00 PM – 2.20 PM: KEYNOTE ADDRESS: The Invisible Workforce
Steffie Bryant, President, Keepme

2.20 PM – 2.40 PM: KEYNOTE ADDRESS: Preventative Health Unlocked
Tiffany Kim, COO, TrueMed

2.40 PM – 3.00 PM: KEYNOTE PANEL: AI's Impact on Fitness Operations & Member Communities
Anthony Radek, Senior Director, Product Management, Life Fitness
Emerald Lopez, President, barre3
Shawn Torkelson, Chief Marketing & Strategy Officer, AKTIV by Coherent (co-moderator)
Vadim Bartlov, Managing Director, Fitness Sector, AKTIV by Coherent (co-moderator)

ACTIVATION STAGE

2.00 PM – 2.45 PM: GUEST ADDRESS, PANEL DISCUSSION AND Q&A: The Future of Fitness (GX, PT, Programming & Content) - What's Scaling, What's Struggling, What's Next?
Gigliola Aycardi, Co-Founder & Executive Vice President, Bodytech Colombia
Jennifer Kuehn, Vice President, Studio Fitness & Programming, The Edge Fitness Clubs
Kurt Mangum II, Vice President of Partnerships, International Sports Sciences Association (ISSA) (moderator)
Mario Tarquinio, Head of National Accounts/Verticals, Les Mills US
Mujtabha Magrey, COO, Cult.fit

==========
KEYNOTE MAIN STAGE

3.00 PM – 3.15 PM: KEYNOTE FIRESIDE: Delivering Businesses Improved Cost Savings
Azard Mahamoon, CEO & Partner, Save Energy Systems
Imran Shafeque, CTO & Partner, Save Energy Systems
Jillian Sanchez, Vice President, Construction & Content, Flynn Group

3.15 PM – 4.00 PM: KEYNOTE PANEL DISCUSSION AND Q&A: The Franchise Power Brokers: Are Master Franchisees, Area Developers & Multi-Unit Operators Driving Market Dominance?
Ben Woolford, Founder and CEO, REVL Training
Felipe Barth de Castro, CEO, Panobianco Academia
Jessica Yarmey, President, Squeeze Massage (moderator)
Kory Angelin, President & COO, CoreHaus Fitness
Stephanie Schon, President, Orangetheory Fitness Domestic and Waxing the City, Purpose Brands

ACTIVATION STAGE

3.00 PM – 3.45 PM: GUEST ADDRESS, PANEL DISCUSSION AND Q&A: Women's Health & Wellbeing - Are Optimisation, Service Provision and Personalisation Peaking or Only Just Beginning?
Amanda Al-Masri, Global Vice President, Wellness, Hilton
Emma Barry, Chief of Trouble, Trouble Global (moderator)
Jennifer Maanavi, Co-Founder & CEO, Physique 57
Mary Nevarez, Senior Advisor, Gharieni Group
Pat Panaia, CEO, Kinotek

==========

KEYNOTE MAIN STAGE

4.00 PM - 4.20 PM: KEYNOTE ADDRESS: Innovation in Fitness and Wellness
Will Febbo, CEO, Performance Health Systems

4.20 PM - 5.05 PM: KEYNOTE PANEL DISCUSSION AND Q&A: Rebuilding the Offer, Upgrading the Product – How Operators and Suppliers Are Innovating Spaces, Services and Experiences
Matt Delaney, Senior Director, Equipment, Programming & Innovation, Equinox
Nicole Rehfuss, Director of Visual Strategy, Little Architecture (moderator)
Paddy Murray, Global Vice President, Sales & Marketing, SPIA Cycling (Giant Group)
Paul Ferris, Co-Founder & CEO, Speedflex
Tony Nicastro, Senior Global Manager, Spa & Fitness, Marriott International

ACTIVATION STAGE

4.00 PM – 4.10 PM: GUEST ADDRESS: Pilates: The 100-Year Overnight Sensation
Jim Heidenreich, CEO, Merrithew

4.10 PM – 5.00 PM: GUEST PANEL DISCUSSION AND Q&A: Boom or Bust? What Next, Where Next for the Pilates Juggernaut?
Ani Oksayan, Vice President, Fitness, Chuze Fitness
Genevieve Ross, Co-Founder, Reforming Pilates
Jim Heidenreich, CEO, Merrithew (moderator)
Kamille McCollum, President & Chief Brand Officer, Co-Founder, BODYBAR Pilates
Selina Bridge, CEO, KX Pilates

==========

EXPERIENCE + EXHIBITION ZONE

5.00 PM – 6.00 PM: AMERICAS AWARDS OF EXCELLENCE: VIP Networking Reception
Co-Sponsored by MECOTEC & Little Architecture & dotFit

==========

KEYNOTE MAIN STAGE

6.00 PM – 7.00 PM: AMERICAS AWARDS OF EXCELLENCE: Awards Ceremony & Lifetime Achievement Award Presentation
Co-Sponsored by dofit, MECOTEC & Little Architecture
Edgard Corona, Founder & Chairman, Smart Fit
Ed Conners, Former Co-Owner, Gold's Gym Enterprises
Pete Grymkowski, Former Co-Owner, Gold's Gym Enterprises
Tim Kimber, Former Co-Owner, Gold's Gym Enterprises
Ross Campbell, Founder & CEO, Beyond Activ

DAY 2 – FRIDAY 13 NOVEMBER 2026

EXPERIENCE + EXHIBITION ZONE

08.30: Registration Opens, Opening of Exhibition Hall, Experiences and Beyond Business 1-on-1 Meetings

==========

KEYNOTE MAIN STAGE

09.00 AM – 09.30 AM OPENING REMARKS & KEYNOTE FIRESIDE CHAT: The Future For Crunch Fitness & HVLP 3.0
Chequan Lewis, CEO, Crunch Fitness
Ross Campbell, Founder & CEO, Beyond Activ

09.30 AM - 09.45 AM: KEYNOTE ADDRESS: The People Behind the Performance: Unlocking Personal Training Revenue
Andrew Wyant, CEO, ISSA

09.45 AM – 10.40 AM: OPENING KEYNOTE PANEL DISCUSSION AND Q&A: Command & Care: The New Leadership Equation Balancing Performance, Culture & Accountability
Bradford Reynolds, CEO, Gold's Gym & RSG Group USA
Chris Griebe, COO, VASA Fitness
Jay Graves, Executive Vice President, Operations, EoS Fitness
Jeff VanDixhorn, CEO, Daxko (moderator)
Katie Frazier, COO, [solidcore]

==========

EXPERIENCE + EXHIBITION ZONE

10.40 AM – 12.00 PM: EXTENDED BREAK (F&B SERVED) AND EXHIBITOR ACTIVATIONS – Dedicated Time to Explore, Engage, Refuel and Energise!

==========

KEYNOTE MAIN STAGE

12.00 PM – 12.15 PM: KEYNOTE FIRESIDE: The Last Dashboard: What Happens to Management When AI Does the Work
Bill McMenamy, CEO, New York Sports Club

Bryan O'Rourke, CEO, Vedere Ventures and President, Fitness Industry Technology Council (moderator)
Pablo Viñaspre, Founder & CEO, FitnessKPI

12.15 PM – 1.00 PM: KEYNOTE DISCUSSION AND Q&A: Smart Clubs, Smarter Margins: Turning Tech & AI into Digital Muscle and Competitive Advantage
Aroha Leigh, Director, Global Product, Lift Brands
Fabrizio Colciago, CEO, Uptivo
Jervin Justin, Vice President, Product & Engineering, Xplor Technologies (moderator)
Rosanna Tucker, Founder & CEO, CoverMe

ACTIVATION STAGE

12.00 PM – 12.45 PM: GUEST ADDRESS, PANEL DISCUSSION AND Q&A: How Can Boutiques Scale and Compete in a World of Ambitious and Capitalised Giants?
Emma Barry, Chief of Trouble, Trouble Global (moderator)
John McMahon, Principal, North Castle Partners
Jomana Elwenni, Chief of People, Momentic Studios Inc (SWTHZ & STRONG Pilates)
Josh Mildren, Co-Founder & COO, REVL Training
Matt Wright, Co-Founder, Earn Your Stripes
Tyler Ostrem, COO, MOVATI Athletic

==========

KEYNOTE MAIN STAGE

1.00 PM - 1.15 PM: KEYNOTE ADDRESS: Spoiled for Choice, Starved for Recovery
Frank Britt, Senior CEO, Aescape

1.15 PM – 2.00 PM: KEYNOTE ADDRESS, PANEL DISCUSSION AND Q&A: The Recovery Economy – How Operators Are Turning Rest, Repair & Regeneration into Revenue
Cheryl Bowles, Director, Arch Amenities Group (moderator)
Craig Cote, CEO, Mountainside Fitness
Elaine Jobson, CEO, BeWell Brands & Jetts Fitness
Enrico Klauer, Founder & CEO, MECOTEC
Stephanie Sollers, Senior Vice President, Commercial & Client, Aescape

ACTIVATION STAGE

1.00 PM – 1.15 PM: GUEST ADDRESS: The Future of Body Composition and Its Impact on Clubs and Their Members
Johnny August, Training and Development Manager, InBody

1.15 PM – 1.30 PM: GUEST ADDRESS: Unlock the Full Potential of Your Space: Rethinking Access and Security
Max Schuetz, Co-Founder & CEO, Kisi

1.30 PM – 2.00 PM: GUEST PANEL DISCUSSION AND Q&A: Disrupt or Be Disrupted - The Entrepreneurs Leading New Fitness & Wellness Tech Breakthroughs
Igor Čarapina, CRO, Rolla
Max Schuetz, Co-Founder & CEO, Kisi
Rose Ni, Founder & CEO, MossCode
Ross Campbell, Founder & CEO, Beyond Activ (moderator)

==========

KEYNOTE MAIN STAGE

2.00 PM – 2.15 PM: CLOSING KEYNOTE ADDRESS: Game Changer: How the Wellness Movement & Retention Strategies Can Boost Your ROI.
Eric Goodstadt, CEO, UpSwell Marketing

2.15 PM – 3.00 PM: CLOSING KEYNOTE PANEL DISCUSSION AND Q&A: Marketing That Moves the Needle: Proven Ideas Driving Real Engagement, Retention & ROI in an Algorithm-Driven Era
Ashley Heron, Managing Director, SprintFWD
Eric Goodstadt, CEO, UpSwell Marketing
Michelle DeVore, CMO, WellBiz Brands
Shane McCarthy, Chief Digital Officer, [solidcore]
Zach Apter, Chief Strategy Officer, Playlist (moderator)

ACTIVATION STAGE

2.15 PM – 3.00 PM: CLOSING GUEST ADDRESS, PANEL DISCUSSION AND Q&A: The Medicalisation of Fitness: Opportunity Goldmine or Strategic Distraction?
Donnie Oliver, Executive Vice President, International Franchise & Global Fitness Services, UFC GYM
Dr. Gloria Winters, Chief Health Officer and Senior Vice President, Health Partnerships and Business Development, YMCA
Dr. Jessica Ruff, IT Medical Director & Section Head, Integrative & Lifestyle Medicine, Cleveland Clinic
Eric Casaburi, Founder & CEO, Longevity Brands
Tyler Nemiro, Chief Revenue Officer, Truemed (moderator)

==========

EXPERIENCE + EXHIBITION ZONE

3.00 PM - 4.00 PM Bon Voyage Networking Hour – Final Opportunity to Make New Connections

4.00 PM: Close of Beyond Activ Americas 2026

==========