



„Together we are stronger“

October 20th 2023

Hotel Hermitage

Prague

CENTRAL AND EASTERN EUROPEAN HEALTH & FITNESS SUMMIT



SCHEDULE

9:30-9:45 | Opening ceremony

9:45-10:45 | Session 1

FITNESS AS A PART OF THE HEALTH CARE SOLUTION

Unique business opportunities for clubs to offer more than just exercise for "pure fitness clients" (open door for seniors, teenagers, patients with civilisation diseases).



International framework, representation and objectives (World Active, Europe Active)

Andreas Paulsen, EuropeActive, Denmark



Active Hungary as a governmental initiative, Public Health product tax system in Hungary

Lilla Szekeres, Active Hungarian State Secretariat, Hungary



Patient Perspective: Exercise Specialists - Are We Ready to Take a Leap? Delve into the patient perspective on the pivotal role of exercise specialists in enhancing the quality of life of patients.

Veronika Všeticková, European Liver Patients' Association, Belgium

10:45-11:00 | Coffee break

11:00-13:00 | Session 2

FITNESS AS HIGH QUALITY PERSONAL SERVICE / EXERCISE IS THE NEW POWER

How to attract new members, retention, sustainability of club operations, technologies, teamwork.



Recruiting inactive participants - insights from behavioural science

Ian Redpath - The Behaviouralist, United Kingdom



The Membership Cycle - How to improve Your sales, income and keep Your members active

Tomasz Napiórkowski, Founder of Polska Federacja Fitness, Sales & Operations Director at Orangetheory Fitness, Poland



Personal trainer of the new generation - who is a trainer of the new generation and how to become one, basic pillars for the start, growth and long-term success of a trainer

Tomáš Pošovanc, POŠVANC FITNESS, Slovakia



FITcert, Elevating Fitness Clubs to the Highest Standard

Gert-Jan Kieft, Kiwa Infra & Sport, the Netherlands



Panel discussion

SCHEDULE

13:00-13:45 | Lunch

13:45-15:45 | Session 3

CEE BEST PRACTICE EXAMPLES



Medical fitness - how to create a symbiosis between prevention and active lifestyle - Hungary

Laszlo Zopscak, IWI Fitness Wellness Education Center, Hungary



Tax deductibility - public benefits/motivation for active people, companies - Romania

Kent Orrgren, World Class, Rumunsko



Fitness business as part of national industries and strategies ("Active" initiatives - best practice examples of how to inform, involve and inspire local business communities, local authorities) - Czech Republic

Jana Havrdova, Czech Chamber of Fitness, Czech Republic

15:45-16:00 | Closing remarks