



DUBAI ACTIVE
INDUSTRY

SUMMIT SERIES AGENDA

2 0 2 2

28-30 OCTOBER 2022
DUBAI WORLD TRADE CENTRE

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Introduction

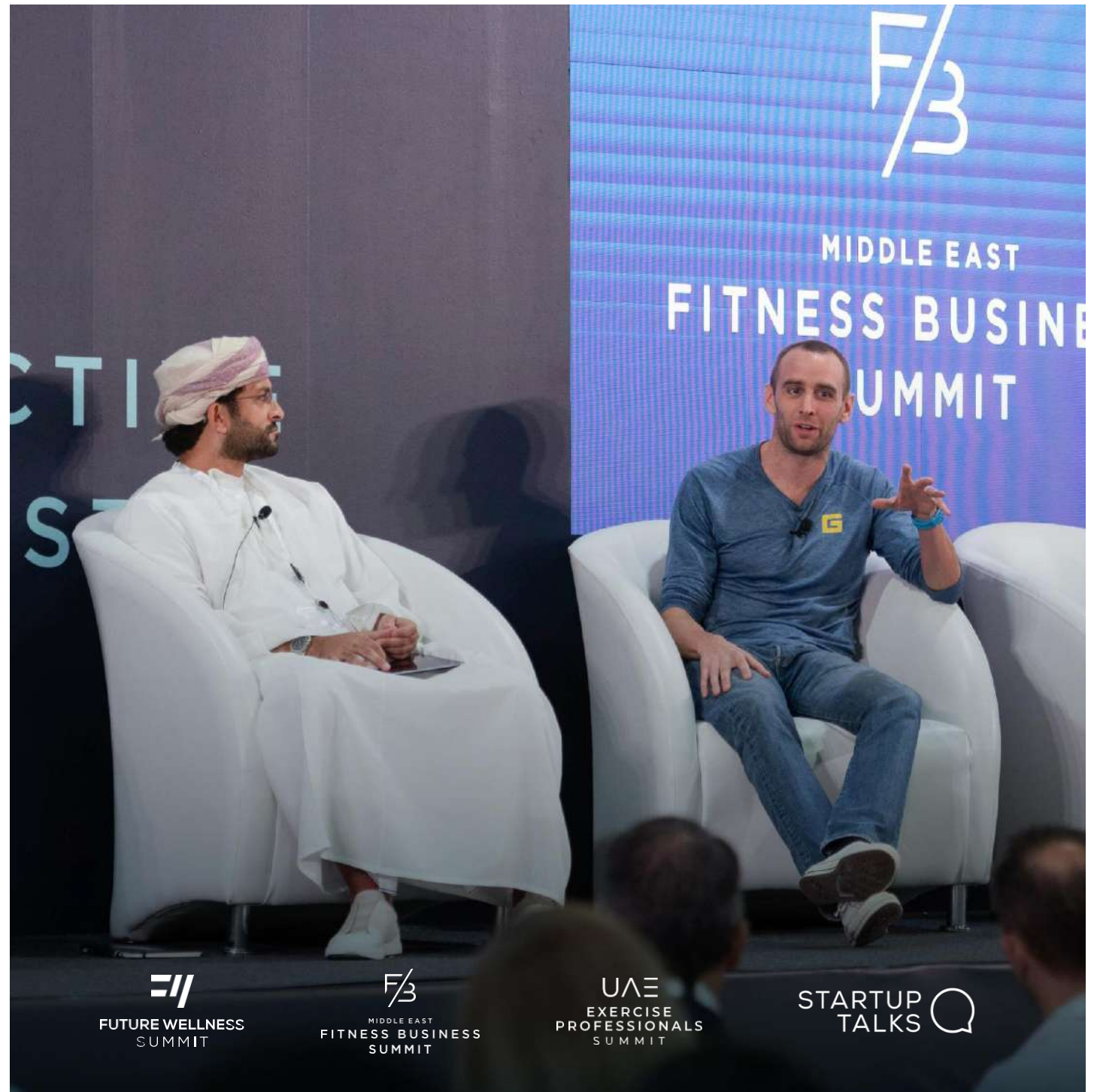
Welcome to the third edition of Dubai Active Industry.

Dubai Active Industry is proud to present 3-days of impactful discussions, networking, and keynotes that's tailored to support both striving and emerging fitness and wellness ecosystem industry players.

Providing you with quality content and education, Dubai Active Industry presents to you again the Middle East Fitness Business Summit, Startup Talks, The Exercise Professional Summit, Future Wellness Summit, and for the first time – the Women in Fitness Roundtable.

Taking place from October 28th – 30th, Dubai Active Industry conferences will not only keep you updated with the latest strategies in the business, but also gives you a seat in the largest fitness and wellness community.

All the agendas in this document are subject to change due to unforeseen circumstances.





DUBAI ACTIVE INDUSTRY

4
Halls

30,000
Visits

300+
Brands

110+
Global speakers

30+
Countries represented

Featuring management from



LACERTOSUS



MATRIX



Conference participants are:



Active iQ

UK'S LEADING AWARDING ORGANISATION FOR THE HEALTH AND FITNESS SECTOR

As the UK's leading Awarding Organisation for the physical activity sector, we at Active IQ are driven to provide our approved centres and their learners with the highest quality qualifications, resources and services.

40K
FITNESS
PROFESSIONALS
QUALIFIED EVERY YEAR

500+
CENTRES
WORLDWIDE

**OVER
100**
QUALIFICATIONS
FROM LEVEL 1-5



INTERNATIONAL QUALIFICATIONS

Our programmes of study are exclusively available for international delivery.



#Beginwithbetter

Find out more at:
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Summit Series Speaker Lineup



George Flooks
CEO
Fitness First Middle East and
North Africa



Jenny Patrickson
Managing Director
Active IQ



Dave Wright
Creator and CEO
Myzone



Susan Turner
CEO
Ektimal-PureGym



Keith Rumjahn
Founder and CEO
OliveX



Fahad Alhagbani
Co-Founder and CEO
Armah Sports Company



Mohammed Ameer Said
CEO
Zoya Wellbeing Centre



Chris Hail
Founder
MindForce DXB



Nargis Raza
Managing Partner
Osteopathic Health Centre



Andrew Stotter-Brooks
Vice President Learning
& Development
Etihad Aviation Group



Sumesh Gopal,
Director of Well-Being,
The Retreat Palm Dubai
MGallery by Sofitel



Justin Musgrove
CEO
CORE Social Wellness Club



Fares Ghandour
Founder, Tuhoon, Partner,
Wamda



Elliot L. Denham
Technology Eco-System
Assistant Manager
Dubai Silicon Oasis, DTEC



Kate Milewska
Group Head of Central
Operations & Digital
Strategy
Fitness First, UAE



Anwar Shaikh
General Manager
Ultrahuman



Hasan Wehbi
Founder
Dudi



Gulneet Chadna
Head of Mental Health
& Wellness
Gargash Hospital



MIDDLE EAST
**FITNESS BUSINESS
SUMMIT**

Headline Summit Sponsor

Active iQ

28-30 OCTOBER 2022
DUBAI WORLD TRADE CENTRE





MIDDLE EAST FITNESS BUSINESS SUMMIT

Navigating strategically towards the future of fitness, businesses fuel up for what's to come – intense competition. The fitness ecosystem in the Middle East is getting stronger as players collaborate and dominate. From being an investor, or owning a multi-million worth club brand, to retail and products - the ecosystem is big enough for all. Consumer demands are evolving, choices are rapidly growing, and accessibility is high. This not only opens new opportunities for empire owners but welcomes new players into the industry, increasing market competitiveness!

Providing you with multiple panel discussions, case studies, keynote features and 4 workshops, the 3 days Summit welcomes the fitness business community, including Founders, CEOs, CMOs, Chief Innovators, trend-setters, movers, and shakers to attend and grow your business.



Key Takeaways.



Stay competitive and hold your leading position in the fitness ecosystem



Diversify and expand your database and connect with new consumers



Understanding Web3 and take the lead in building your community through the Metaverse and NFT



Develop on 3 crucial disciplines and conquer: Market Penetration, Marketing & Branding and Digitalization

Who Will Be There.

Founders and C-levels, Head of Operations, Head of Marketing, Group Heads of:

- Club Operators
- Group Holding companies
- Real Estate Developers
- Town planners
- Investors
- Fitness Suppliers

Day 1 Agenda

Fri, 28 OCT 2022

Key Topics featuring during the 3 days summit are:

- Market Domination with Growth Strategy Formula
- Diversifying Strategies and Consumer Retention
- Talent Management and Cultivation
- Marketing and Branding Excellence
- New Investment Portfolios and Opportunities
- Digitisation and Customer Journey Touch points

And more!

10:30

Chaired by: **Gavin Baxter**, Head of Business Development, **ActiveIQ**, UK

Diversifying and Retaining Consumers: Culture, Education, Returns

There is no one solution for all. This session explores the strategy to diversify target markets across the Middle East and facilitating to different cultures, age groups and lifestyles. This session will help you see if diversifying is your way to go, focusing on demand and supply, education and much more. Exploring all fitness sectors from muscle training, sports and wellness, this session is relevant for all to attend.

Speakers:

Glen Stollery, CEO IMEA, **Les Mills International**, UAE
Gareth Jones, Chief Operating Officer, **WellFit**, UAE
Omar El Ghazali, Founder and CEO, **LA7**, Egypt
Justin Musgrove, CEO, **CORE Social Wellness Club**, KSA
Michele Moro, Emirates Managing Director, **TechnoGym**, UAE

Moderated by: **Jenny Patrickson**, Managing Director, **Active IQ**, UK

11:15

A Data-Centric Study on Consumer Behaviour Trends 2022 & Ahead

What was an industry that focused on weight loss and body building, data has shown that consumers now invest in managing stress. Join this session and reflect to see if your business is adapting to the shifts in consumer behaviours and demands.

11:45

The Unseen Story Behind Building An Empire

Get close and hear the journey of founder and CEO of Middle East expanding fitness business chain. In this session, Fahad will share with you stories from behind the scenes of running a family business to expanding beyond the regions. Sharing with you both gains and losses all business gurus can reflect on, this session is a heartfelt one, and not to be missed.

Speaker:

Fahad Alhagbani, Co-Founder and CEO, **Armah Sports Company**, KSA

12:30

Going All In to Create An Ecosystem with Your Marketing: Multi-channel Marketing, Business Development, Strategic Partnership and Engagement/Awareness

Join this session to learn from the region's biggest fitness brands that has conquered both digitally and bricks and mortars with aggressive, yet strategic and cost-effective marketing strategies.

Speaker:

Abdullah Alaskari, Chief Development Officer, **UFC Gym Middle East**, Kuwait
Theodore Vetoulis, Chief Commercial Officer, **Wellfit**, UAE
Giles Dean, Co-Founder, **1Rebel**, UK
David Stalker, President, **EuropeActive**, CEO-EMEA, **Myzone**, UK

Moderated by:

Charlie Horton, Marketing and Sales Manager, Fitness Marketing Agency, UK

13:15

LUNCH NETWORKING

(Kindly proceed to the Buyers Lounge. This is only for Middle East Fitness Business Summit Delegates and Speakers)

14:15

The Talent Dialogue: Attracting the New and Retaining the Valuable to Optimise Excellence

Talent is one of the most important drivers for growth and in the Middle East, it is competitive and diversified. Join this session and learn how policy makers, associations and some of the largest sports and fitness companies help to ensure that the talents in the Middle East are nurtured and that there is a sustainable plan for growth.

Speakers:

George Flooks, CEO, **Fitness First Middle East and North Africa**, UAE
Susan Turner, CEO, **Ektimal-Puregym Middle East**, KSA
Jenny Patrickson, Managing Director, **Active IQ**, UK
Catherine Hanson Farid, Director of Operations, **REPs**, UAE
Anam Khalid, Co-founder and Chief People Officer, **Squatwolf**, UK

Moderated by:

Dan Duran, VP, International & Group Partnerships, **International Sports Sciences Association (ISSA)**, USA

15:00

5 Design Mistakes Gyms Make Globally

For consumer gain and retention, design plays a crucial part in ensuring the ultimate experience is being delivered. Every gym wants to be remembered and talked about. This session shares with you the 5 main mistakes made when design your gym.

Speaker

David Barton, Founder and CEO, **TMPL**, USA

15:45

The Hybrid Stigma – Is it Really Necessary?

For seamless end-to-end customer experience, technology has become inevitable to adopt. Nevertheless, is the Return of Investment health? From fitness app, smart wearables, CRMs and membership experience, this session discusses the different ways to champion digitalisation, improve the customer experience as well as remain true to the nature of fitness – human interaction.

Speakers:

Tarek Mounir, Founder and CEO, **Enhance Fitness**, UAE
Keith Rumjahn, Founder and CEO, **OliveX**, Hong Kong
Kevin Teixeira, Managing Director and Co-Founder, **The Warehouse Gym**, UAE
Vishal Gondal, Founder & CEO, **GOQii**, India

Moderated by:

Dave Wright, CEO, **Myzone**, UK

16:30

END OF DAY 1

See you tomorrow for the business workshops!

Day 2 Agenda

Sat, 29 OCT 2022

10.30 – 12:00
.....
13.00 – 14:15
.....
15.00 – 16:30

Developing A Fitness Business Plan That Works: Plan > Execute > Repeat

Join this applicable workshop and learn:

- How to complete your business canvas strong
- Prepare a sustainable budget forecast
- Have an overview of your business and feel more confident to execute

Loreana Acosta, Fitness Business Coach, **Fitvisory Lab**, UAE

Coached by George Flooks:

How Great Leaders Navigate Transformation by Thinking "Inside" The Box

Join this thought-provoking session and discuss:

- **Leadership styles and methodologies**
- How to navigate through change with existing assets and talents
- Forging ahead with a growth mindset
- Creating sustainable cultures that work

George Flooks, CEO, **Fitness First Middle East and North Africa**, UAE

How to Make The Best Of The Fitness Metaverse: Gamifying The Consumer Experience

Join this workshop and learn:

- To identify the ultimate objective for your business and understanding available tools
- How to create a 'gamified' experience with your consumers using Web3
- Methods to enhance sales, retain consumers and increase database with digital community building

Keith Rumjahn, CEO and Founder, **OliveX**, Hong Kong

Day 3 Agenda

Sun, 30 OCT 2022

10.30 – 12:00

How To Get More Clients and Members without Being "Salesy"

Join this practical workshop and learn:

- To avoid mistakes that 99% of fitness professionals are making
- How to effectively pitch and overcome objections without feeling awkward and close more sales
- Most effective sales system for your business for conversion
- Tactics to train your sales team
- Successfully proven sales scripts suited for your business

Charlie Horton, Marketing and Sales Manager, **Fitness Marketing Agency**, UK

Join the Middle East Fitness Business Summit Workshops and learn how to start a fitness business, be the business leader you want to be, excel in your marketing, and learn how to gamify with Web3 and the metaverse.

Your coaches are:



Loreana Acosta
Fitness Business Coach
Fitvisory Lab, UAE



George Flooks
CEO
Fitness First Middle East and North Africa



Charlie Horton
Marketing & Sales
Manager
Fitness Marketing Agency, UK



Keith Rumjahn
CEO & Founder
OliveX, Hong Kong



NEW

Women in Fitness Roundtable

30 Oct 2022 13:00-14:30 (GST)

Dubai Active Industry introduces the 1st Women in Fitness Roundtable. Inviting 10 women in fitness, who have made a mark in the industry in sports, fitness and business to discuss challenges and opportunities for women in fitness and ultimately, explore next call for action as one united community.

The roundtable is open for all to attend

Attending are:

- **Shadan Al Sagri**, COO, **Leejam Sports**, KSA
- **Helena Hijazi**, Founder and CEO, **FitNGlam**, UAE
- **Ivana Sergic**, Head of Ladies Fitness, **Fitness First**, UAE
- **Dalal AlRowaished**, Certified Athletic Trainer, **Kuwait Football Association**, Kuwait
- **Dana Al Khobaizi**, Founder, **SOM-Active**, Kuwait
- **Catherine Hanson Farid**, Director, **REPS**, UAE

Plan your day.

Conference agenda summary

| | 28 Oct | 29 Oct | 30 Oct |
|---|---|---|--|
|  | 10:30-16:15 Main summit Location: Main Summit Hall | 10:30-12:00 Workshop: Developing a Fitness Business Plan That Works Location: Innovation Stage 13:00-14:30 Workshop: Coached by George Flocks on Leadership Location: Innovation Stage 15:30-17:00 Workshop: Creating a Solid Plan For Conversation and Retention Location: Innovation Stage | 10:30-12:00 Workshop: How to make the best of The Fitness Metaverse: Gamifying The Consumer Experience Location: Innovation Stage |
|  | 11:00-16:00 Main summit Location: Wellness Stage | - | - |
|  | 11:00-16:30 Main talks Location: Innovation Stage | - | - |
|  | - | - | 15:30-17:00 Challenge commence Location: Innovation stage |
| Women's in Fitness Roundtable | - | - | 13:00-14:30 Roundtable commence Location: Innovation stage |
|  | - | 10:30-17:45 Day 1 Theory Location: Main Summit Hall | 10:30-16:30 Day 2 Theory Location: Main Summit Hall |

Thank you and see you at



DUBAI ACTIVE
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Contact Nina Nasir for further enquiries at

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