

Active Leadership Forum

The 12th annual two-day forum for executives and leaders of the European fitness and physical activity sector



Sondre Gravir, CEO, SATS

We are all working hard every day to make people healthier and happier. The ALF gathering is an unique opportunity to get inspiration from leaders across the whole value chain of our industry, enabling us to develop, improve, and inspire our members even more in the years to come

An 'invitation only' event for C-suite industry leaders

05 - 07 September 2023 - NH Collection Hotel, Copenhagen, Denmark



The Active Leadership Forum (ALF) is the leading executive gathering of the fitness and physical activity sector and the 2023 edition will take place 5th - 7th September in the Danish capital and Scandinavian metropolitan hub of **Copenhagen**. This 12th Active Leadership Forum will gather executives and leaders from the principal club operators, equipment manufacturers, suppliers and tech companies of the fitness and physical activity sector for expert presentations and insightful discussions about our industry's onwards development and common future.

Official fitness club sponsors



SATS

Free club access for ALF23 participants:
PUREGYM, Danneskiold-Samsøes Allé 20
SATS BLOX, Christians Brygge 25,

ALF23 Sponsors

agillic

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how to move!

FIBO GLOBAL
FITNESS

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Precision for health

TECHNOGYM

YANGA
SPORTS WATER

Tuesday 5th September:

- 16:00 – 18:30 Registration in the lobby of the NH Collection
- 19:00 – 19:30 ALF Welcome Drinks at Almanak, Royal Opera House, Ekvipagemestervej 10
- 19:30 – ALF Dinner at Almanak & welcome remarks
David Stalker, President, EuropeActive and PC Secretaries

Wednesday 6th September:

- 07:00 – 09:00 Breakfast
- 09:00 – 13:00 Copenhagen Club Tour
EuropeActive Team
- T20 sessions at IT University:**

Opening
Imran Rashid (Lenus)
Andreas Paulsen, CEO EuropeActive

The potential of data & analytics in Fitness & Wellness
Eric Falardeau (McKinsey & Co)

Personalisation
Rasmus Houllind (Agillic)


Digital Futures
Dave Gerrish (ukactive)

T20 strategy & road towards EHFF/FIBO Week 2024
Peter Croft as T20 Chair
- 13:00 – 14:15 Lunch at NH Collection
- 14:15 – 15:15 **The state of the Scandinavian fitness market**
Stefan Ludwig (Deloitte) as Moderator
Johanna Riihijärvi (Liikku)
Morten Bentzen (PureGym)
Sondre Gravir (SATS)
Anders Carlbark (STC)
- 15:15 – 15:45 **Keynote: Green leadership**
Connie Hedegaard (Board Chair of Concito, former EU Commissioner and Danish Minister for Climate Change)
- 15:45 – 16:00 **Practical implementation of green transition and sustainability strategies in the European fitness and physical activity sector**
Helena Barton (Deloitte Denmark)
- 16:00 – 16:20 Coffee break
- 16:20 – 17:05 **Towards 100 million club members in 2030, investing in the sector's future growth**
Herman Rutgers as Moderator
Hugo Maurstad (Monte Rosa Capital)
Nick Bishop (Morgan Stanley)
Pieter de Jong (3i)
- 17:05 – 17:15 **Closing remarks**
Andreas Paulsen, CEO, EuropeActive
- 19:00 – **Vanguard Club Dinner at Tårnet / The Tower, Christiansborg Palace**
(the seat of the Danish parliament 'Folketinget' known from TV series Borgen)
David Stalker, President, EuropeActive

Thursday 7th September:

07:00 – 09:00	Breakfast
09:00 – 10:00	Our sector as an effective solution to public health challenges Oliver Patrick (Future Practice) as Moderator Anna Bogdanova (Personal Trainer and author on exercise, health and wellbeing) Paolo Caserotti (University of Southern Denmark) Henrik Duer (Health Coach and author)
10:00 – 10:20	Coffee break
10:20 – 11:10	The role of AI in ‘the wellness economy’ Louise Herring (McKinsey & Co)
11:10 – 11:30	Coffee break
11:20 – 12:20	The Future of European Fitness Clubs Steven Ward (GO fit) as Moderator Marcel Boots (Basic-Fit International) Aimee Barry (Les Mills) Silje Garberg Ree (SATS) Rasmus Houliind (Agillic)
12:20 – 14:00	Farewell Networking Lunch at NH Collection

See you at the Exercise for Health Summit and ISM in Madrid 20th - 23rd November 2023, and at the European Health & Fitness Forum (EHFF) during FIBO Week in Cologne 10th April 2024!



“Copenhagen has been the home to some of the most brilliantly innovative thinkers of all time. From Tycho Brahe, the genius observational astronomer in the 16th century, to Niels Bohr, the legendary giant of 20th century atomic physics. What better place to collaborate with others and explore the current and future opportunities for our fitness industry, to consider innovations, and to fathom out how the world really works?”

Humphrey Cobbold, CEO, Pure Gym

ALF 2023 participant rates

ALF is an exclusive 'invite only' event.

EuropeActive Member: €745 / person (excl VAT)

Non-Member: €995 / person (excl VAT)

Vanguard Club: One ALF participant free-of-charge per organisation

President Council: One ALF participant free-of-charge per organisation

Note...fees exclude travel & accommodation.



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