



LeisureUp™

Conference Programme

17-19 NOVEMBER 2020

Riviera 8, Palais des Festivals, Cannes, France

leisureup.com

Building emotion into physical spaces!



Integrating Leisure and Entertainment in lifestyle destinations in the new post-crisis world

In an increasingly connected and digital world, creating places where people can enjoy vibrant experiences and share them with family and friends has become a real game-changer for local policymakers and property developers. Integrating leisure and entertainment in physical places is now the key to regenerating deprived areas, bringing new life to urban and retail destinations and building new modern mixed-used properties.

Leisure and Entertainment industry players are taking a central role in changing the way we interact with physical places. Emerging technologies have enriched the kind of

immersive experiences people can have, giving a new sense to our time and changing our priorities.

However, the recent COVID-19 outbreak has deeply affected the Leisure and Entertainment industry, causing economic disruption and leading to changes in the way people experience LBE solutions.

An amazing line-up of renowned experts will share their insights and visions on the latest trends, strategic approaches, new successful models and economics of location-based entertainment solutions in the post coronavirus world.

DAY 1 - Tuesday 17 November 2020

09.45 > 10.45

OPENING SESSION: THE LBE MARKET IN THE NEW POST COVID WORLD. THE EXPERTS AND OPERATORS VISION!

- How to create value in physical places in the “new normal” scenario
- Magnify the experience of guests dealing with safety and health requirements
- How operators will build a profitable growth?

11.30 > 12.00

THE NEW INDUSTRY PARADIGM: PEOPLE, PROFIT, PLANET!

- What must the industry learn from the coronavirus crisis?
- Imagining a new environmentally and socially inclusive LBE industry
- New industry perspectives post health crisis, how leading players will rethink industry fundamentals?

12.30 > 14.00

NETWORKING LUNCH: MEET THE OPERATORS – BY INVITATION ONLY

14.30 > 15.15

IMMERSIVE EXPERIENCES: FROM AUTHENTIC EXPERIENCES TO ART & CULTURE AND TECHNOLOGY-LED ATTRACTIONS

- How to create compelling experiences and attract visitors in physical places
- How Technology (VR/AR) is enhancing experiences in location-based attractions?
- Creating unique places and compelling experiences in art, culture and lifestyle destinations
- Discovering what’s behind the curtains: business models, economics, operations

15.30 > 16.30

LEISURE TALKS

A unique chance to discover innovative leisure concepts & solutions.
Come and build business connections with them!

16.00 > 16.45

INDOOR SPORT ATTRACTIONS: PLAY WITHOUT LIMITS!

- Climbing walls, trampoline parks, indoor surfing...: living active sports experiences in a protected and pleasant environment!
- Indoor sport attractions: the new magic potion for retail and urban sites?
- Business models and efficient strategic partnerships between operators and landlords

17.30 > 18.15

GEOGRAPHICAL SESSION: THE FRENCH LEISURE AND ATTRACTION MARKET LANDSCAPE

Focus on one of the most dynamic markets in Europe

DAY 2 - Wednesday 18 November 2020

09.45 > 10.30

CO-ORGANISED SESSION

Details coming soon!

11.15 > 12.00

E-SPORTS WORKSHOP : DISCOVERING THE FUNDAMENTALS OF E-SPORTS

- E-sports challenges: explore the main trends of this fastest-growing industry
- New opportunities for brands, sponsors, investors and media to increase traffic and revenues
- The best business models to integrate e-sport experiences into physical places

12.30 > 13.30

CLOSED DOOR BUSINESS LUNCH – BY INVITATION ONLY

Reserved to a selection of investors, developers & e-sport industry professionals

14.00 > 14.30

TURNING BRANDS INTO LIFE: THE RISE OF IP-BASED ATTRACTIONS

- What is the right approach for a win-win model between IP owners, operators and landlords?
- Unique attractions vs scalable concepts, indoors parks vs pop-up live animations: a deeper look into the economics of IP-based leisure concepts

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15.15 > 16.00

REINVENTING RETAIL WITH ENTERTAINMENT: A DEEP DIVE INTO NEW STRATEGIES FOR INTEGRATING ENTERTAINMENT INTO RETAIL SITES!

- The quick win between operators and landlords to integrate leisure with lifestyle destinations
- New rules and innovative sustainable models to develop leisure within retail spaces
- Financial impact for assets
- Choosing a concept, economic viability, integration strategy...: the right approach to succeed!

16.00 > 17.00

LEISURE TALKS

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16.45 > 17.15

REINVENTING CITIES WITH LEISURE AND ENTERTAINMENT

- How Leisure and Entertainment are catalysts to transform cities and urban areas into lifestyle destinations?
- The best models to follow to regenerate urban areas with leisure
- Efficient strategic partnerships between private and public players to transform cities

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