



PROGRAMME

**EMBRACING COLLABORATIVE RETAIL:
READY TO CHANGE THE RULES?**

From 2 November 2020

WARM UP

PRE-MAPIC

ON 
DEMAND

17-18 November 2020

MAPIC

LIVE YOUR MAPIC

LIVE
SESSIONS

Until 31 December 2020

FOLLOW-UP

FULL CONTENT & REPLAY

ON 
DEMAND



Attend our 2-day live programme featuring the most influential international industry players!*

TUESDAY 17 NOVEMBER 2020

09.30 > 10.00	COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?	mapic
10.30 > 11.00	THE LBE MARKET: THE EXPERTS AND THE OPERATORS VISION!	LeisurUp
11.30 > 12.30	FRANCE FORUM: PERI-URBAN REGENERATION	mapic
14.30 > 15.00	FOOD: BUILDING LIFEPLACES OF TOMORROW!	mapic
15.30 > 16.00	REINVENTING RETAIL WITH ENTERTAINMENT	LeisurUp
16.30 > 17.00	BEST TIME EVER TO INVEST IN MIXED-USE PROJECTS?	mapic

WEDNESDAY 18 NOVEMBER 2020

09.30 > 10.00	THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE	LeisurUp
10.30 > 11.00	(RE)BUILDING THE NEXT RETAIL GENERATION	mapic
11.30 > 12.30	DEVELOPING FRANCHISE BUSINESS FOR THE NEXT DECADE	mapic
14.30 > 15.00	THINK PHYSICAL RETAIL, THINK DIFFERENT	mapic
15.30 > 16.00	RESHAPING URBAN LANDSCAPES TO BE FIT FOR THE FUTURE	mapic
16.30 > 17.30	ITALY FORUM	mapic

* All the sessions will be available in replay from 19 November 2020 until 31 December 2020

ON DEMAND



Access on-demand sessions from the opening of the platform, 2 November, until 31 December 2020!

30'

REINVENTING CITIES WITH LEISURE & ENTERTAINMENT

LeisurUp

30'

SPORT ATTRACTIONS: PLAY WITHOUT LIMITS!

LeisurUp

30'

CREATING IMMERSIVE EXPERIENCES

LeisurUp

30'

DISCOVERING THE FUNDAMENTALS OF ESPORTS

LeisurUp

30'

INNOVATION: HOW TO CHANGE THE RULES

mapic

30'

TRANSFORMING RETAIL SITES INTO LOGISTIC ASSETS

mapic

30'

SUSTAINABILITY & ETHICS: GOOD FOR BUSINESS, GREAT FOR HUMANITY

mapic

30'

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

LeisurUp

60'

OUTLET RETAIL: READY TO CHANGE THE RULES?

mapic