

OUTDOORS FUTURE CAMP 2017 TIMETABLE



Monday 4 th September 2017	Time
OPTIONAL overnight Camping (£20 pp extra cost)	From 5.00pm
Tuesday 5 th September 2017	Time
Conference Registration	8.30am – 12.00pm
Local Cragging (optional)	10.00am – 12.00pm
Mountain Biking (optional)	10.00am – 12.00pm
Trail Run (optional)	10.00am – 12.00pm
LUNCH	12.15pm – 1.15pm
Welcome OIA & ISPO	1.15pm – 2.15pm
Redefining technology interaction through intelligent computer vision - Pau Molinas, COO, Gestoos by Exipple Studio, Barcelona, Spain	2.15pm – 3.15pm
Break / Networking	3.15pm – 3.45pm
6 reasons eCommerce is changing retail, and how you can benefit from this – Sam Martin, Senior Vendor Manager for Amazon (UK Outdoor)	3.45pm – 4.45pm
Breakout 1.1 What does the future consumer looks like? Sidetracked and ISPO consumer market research	4.45pm – 5.45pm
Breakout 1.2 Social media for business - two sides to the online story - Band of Birds	
Breakout 1.3 Smartphone film making hands on workshop – Imran Azam, Social Media Video Storyteller, Myagi	
Panel – Old meets young, the face off!	5.45pm – 6.15pm
Hog roast/ entertainment/ networking	7.00pm - late
Wednesday 6 th September 2017	Time
Team Adventure Race	8.45am – 10.00am
Growth is fun! Learnings from building a leading European outdoor speciality e-tailer - Matthias Gebhard, MD, Bergfreunde	10.30am – 11.15am
Authentic Leadership – lessons from a lifetime of trying - Caroline White, Board Member Sports and Recreation Alliance, former CEO YHA	11.15am – 12.00pm
Networking Lunch	12.00pm – 12.45pm
Breakout 2.1 Panel – How did I get here?	12.45pm – 1.45pm
Breakout 2.2 The best of brand marketing in the outdoors	
Careers in Outdoors	1.45pm – 2.30pm
Data and Innovation in Outdoor retail - Colin Bradshaw, CCO, TwentyCi	2.30pm – 3.15pm
Take Aways, thank you and future plans	3.15pm – 3.45pm