

MONTPELLIER | MAY 29-30, 2019

SPONSORSHIP X SCHEDULE



WHEN

WHAT'S HAPPENING

WHERE

ARRIVAL DAY • TUESDAY, MAY 28

3:00 PM - 5:00 PM	Registration Open	Courtyard Marriott Montpellier
4:00 PM - 6:00 PM	Montpellier City Tour	Montpellier
8:00 PM - 10:00 PM	sponsorshipX/Urban Sports Summit Meet Up	Pub in Place de la Comédie

DAY 1 • WEDNESDAY, MAY 29

7:30 AM - 3:00 PM	Registration Open	Courtyard Marriott Montpellier
9:00 AM - 9:20 AM	Welcome & Introduction Hervé André-Benoit, President, Hurricane Action Sports	FISE BMX Park
9:30 AM - 10:00 AM	Urban Sports Summit & sponsorshipX Launch	Courtyard Marriott Montpellier
10:00 AM - 10:45 AM	Urban Sports Summit Session The Origins of Urban Sports	Courtyard Marriott Montpellier
10:45 AM - 11:00 AM	Coffee & Networking Break	Courtyard Marriott Montpellier
11:00 AM - 12:00 PM	Urban Sports Summit Session The Future of Urban Sports	Courtyard Marriott Montpellier



WHEN	WHAT'S HAPPENING	WHERE
DAY 1 • WEDNESDAY, MAY 29		
12:00 PM – 1:00 PM	Lunch	Courtyard Marriott Montpellier
1:00 PM – 1:30 PM	Ramping Up 360° Experiences Mark Harrison, President & CEO, The T1 Agency and Chair, sponsorshipX	Courtyard Marriott Montpellier
1:30 PM – 2:15 PM	Case Study: How a Jabra and Red Bull Collaboration Led to New Technology Elizabeth Skjøtt, Global Brand Content Manager, Jabra	Courtyard Marriott Montpellier
2:15 PM – 3:00 PM	Curiosity as the BIG BANG of Great Consumer Insights and Experiences Luis Caraballo, Consumer Insights & Content Specialist, Unilever	Courtyard Marriott Montpellier
3:00 PM – 5:00 PM	Break	
6:00 PM – 6:45 PM	Panel Session Building Fan Followings: The Art of Activation	Le Petit Travers Beach
6:45 PM – 7:30 PM	Networking on the Beach	Le Petit Travers Beach
9:00 PM – 12:00 AM	Action Sports Night Show	FISE BMX Dirt Jump VIP Area



WHEN

WHAT'S HAPPENING

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DAY 2 • THURSDAY, MAY 30

8:00 AM – 9:00 AM	Montpellier Morning Run	Montpellier
9:00 AM – 1:00 PM	Registration Open	Courtyard Marriott Montpellier
10:00 AM – 10:45 AM	sponsorshipX Session Eva Wimmers, President Huawei Honor Europe and Vice President Honor Global	Courtyard Marriott Montpellier
10:45 AM – 11:30 AM	sponsorshipX Session Amplifying Experience: Leveraging Content	Courtyard Marriott Montpellier
11:30 AM – 12:15 PM	The Power of Activation: A Global Snapshot Don Mayo, Managing Partner, IMI International	Courtyard Marriott Montpellier
12:15 PM – 1:00 PM	Lunch	Courtyard Marriott Montpellier
1:00 PM – 2:00 PM	FISE Sponsor Activation Tour	FISE VIP Area
2:00 PM – 4:00 PM	UCI BMX World Cup	FISE Festival
4:00 PM – 6:00 PM	FISE Skateboard Finals	FISE VIP Area
6:00 PM – 6:30 PM	sponsorshipX Closing Remarks Mark Harrison, President & CEO, The T1 Agency and Chair, sponsorshipX	FISE VIP Area
6:30 PM – 8:00 PM	Break	
8:30 PM – 12:00 AM	FISE Action Sports Night Show	FISE BMX Dirt Jump VIP Area