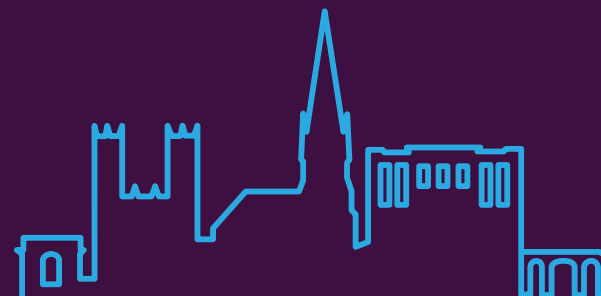


MONTPELLIER | MAY 29-30, 2019

SPONSORSHIP X SCHEDULE



WHEN	WHAT'S HAPPENING	WHERE
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ARRIVAL DAY • TUESDAY, MAY 28

3:00 PM – 5:00 PM	Registration Open	Courtyard Marriott Montpellier
3:45 PM – 6:00 PM	Montpellier City Tour	Meet in the lobby of Courtyard Marriott Montpellier
8:00 PM – 10:00 PM	sponsorshipX & Urban Sports Summit Meet Up	Café Oz Australian

DAY 1 • WEDNESDAY, MAY 29

7:30 AM – 3:00 PM	Registration Open	Courtyard Marriott Montpellier
8:00 AM – 8:30 AM	Walk to FISE BMX Park	Meet at the lobby of the Courtyard Marriott Montpellier
8:30 AM – 9:00 AM	Welcome & Introduction Hervé André-Benoit, CEO, Hurricane Action Sports and Founder, FISE	FISE BMX Park
9:30 AM – 10:00 AM	Urban Sports Summit – Opening with Guests of Honour Hervé André-Benoit, CEO, Hurricane Action Sports and Founder, FISE Jean-Lux Meissonnier, Vice President, Montpellier Méditerranée Métropole, Sports Delegate Thierry Borra, Founder, Sports Matters Consulting and IOC Commission Sport & Active Society Member	Courtyard Marriott Montpellier Lavande & Laurier Room
10:00 AM – 10:45 AM	Urban Sports Summit – The Origins of Urban Sports Thomas Riffaud, Sociologist & Roller Freestyle FISE winner Alex Jumelin, BMX Freestyle Flatland Athlete & Icon Jérôme Meyer, Head of Olympic Coordination, IFSC Bart Dejong, UCI BMX Freestyle Park Advisor	Courtyard Marriott Montpellier Lavande & Laurier Room
10:45 AM – 11:00 AM	Coffee Break BMX Freestyle Flatland Show by Alex Jumelin	Courtyard Marriott Montpellier Lavande & Laurier Room



WHEN	WHAT'S HAPPENING	WHERE
DAY 1 • WEDNESDAY, MAY 29		
11:00 AM - 12:00 PM	Urban Sports Summit - The Future of Urban Sports Dragana Clarke, GAISF Jean-Laurent Bourquin, WDSF Charles Perriere, President, FIG Parkour Commission Jonny Murch, CEO, REDTORCH Catfish, BMX Freestyle Park Athlete	Courtyard Marriott Montpellier Lavande & Laurier Room
12:00 PM - 1:00 PM	Lunch	Courtyard Marriott Montpellier
1:00 PM - 1:30 PM	The Art of Experiences Mark Harrison, President & CEO, The T1 Agency and Chair, sponsorshipX	Courtyard Marriott Montpellier Romarin Room
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 Romarin Room
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 Romarin Room
3:00 PM - 5:15 PM	Break	
5:30 PM - 6:00 PM	Bus to Lazzarro Private Beach	Meet in the lobby of the Courtyard Marriott Montpellier at 5:15PM
6:00 PM - 6:45 PM	The Age of Experience: Building Affinity with Consumers Nicolas Macé, Brand Director, Havas Sports & Entertainment Don Mayo, Managing Partner, IMI International Pauliina Jamsa, Global Senior Online Marketing Manager, Siemens Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX	Lazzarro Private Beach Le Grand Travers Beach
6:45 PM - 8:30 PM	Networking on the Beach	Lazzarro Private Beach Le Grand Travers Beach
8:30 PM - 9:00 PM	Bus from Lazzarro Private Beach to Action Sports Nightshow	Lazzarro Private Beach Le Grand Travers Beach
9:00 PM - 12:00 AM	Action Sports Night Show FISE BMX Dirt Jump	FISE Ode à la Mer



WHEN	WHAT'S HAPPENING	WHERE
DAY 2 • THURSDAY, MAY 30		
8:00 AM – 9:00 AM	Montpellier Morning Run	Meet at lobby of the Courtyard Marriott Montpellier
8:30 AM	Registration Open	Courtyard Marriott Montpellier
9:30 AM – 10:15 AM	Change Your Mindset: How to Create Customer Experiences in Digital Pauliina Jamsa, Global Senior Online Marketing Manager, Siemens	Courtyard Marriott Montpellier Lavande Room
10:15 AM – 11:00 AM	Panel – Leveraging Content Through Digital Media and TV Joseph Villeflayoux, CMO, Hurricane Action Sports Lucien Boyer, Co-Founder & Chairman, Global Sports Week Paris Christophe Carniel, President, Vogo Jonathan Politur, CEO, Puzzle-Media Jakub Majkowski, Founder & COO, Tellyo Oy	Courtyard Marriott Montpellier Lavande Room
11:00 AM – 11:15 AM	Coffee Break	Courtyard Marriott Montpellier
11:15 AM – 12:00 PM	The Power of Activation: A Global Snapshot Don Mayo, Managing Partner, IMI International	Courtyard Marriott Montpellier Lavande Room
12:00 PM – 12:15 PM	What's Trending Next Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX	Courtyard Marriott Montpellier Lavande Room
12:15 PM – 12:30 PM	Closing Remarks Morinari Watanabe, President, FIG-JUSC and IOC Member	Courtyard Marriott Montpellier Lavande Room
12:30 PM – 1:30 PM	Lunch	FISE BMX VIP Area
1:30 PM – 6:30 PM	UCI BMX Freestyle Park World Cup FISE Sponsor Activation Tour Snipes Semi Finals Skateboard Street Pro UCI BMX Freestyle Park World Cup	FISE BMX VIP Area
6:30 PM – 8:30 PM	Break	
9:00 PM – 11:30 PM	Action Sports Night Show FISE BMX Dirt Jump	Fise Ode à la Mer