



# Impulse Summit

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November 3<sup>rd</sup> & 4<sup>th</sup>, 2022

St. Gallen

# Prologue

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We, the Impulse Network, welcome you to an exciting and monumental stage in our organisation's journey – the 5th Jubilee of our flagship event, the Impulse Summit, 2022. We are looking forward to exclusively meeting you in St. Gallen to challenge the status quo, engage in eye-level discussions and shape the future of the sports industry together.

The inherent intention of sports was and still is to this day to unite people under a common purpose, embody integrity, purity, and goodness, and foster excellence. Across all segments of the sports industry, we find that, regardless of political divide, technological disparities, and social inequalities, sport has a universal power, unlike any other social institution. Looking back at the last Impulse Summit, we learned that a lot of milestones, but also changes could happen within a year, which once more highlighted the need for a continuous and recurring dialogue and willingness to learn. We talked about the lessons learned from the unique and predominantly adverse position a lot of stakeholders found themselves in over the course of the pandemic. The frequency of events and fast pace of change exposed on one side the fragility of the sports ecosystem, but on the other, its capacity and capability to influence issues bigger than sport itself. Thus, revealing an opportunity to redefine its role and to rewrite the narrative for the next generation.

Back in 2017, our founder Clemens Kürten already recognised a gap between the voice of the next generation and the various actors in the sports industry, therefore, aiming to create a platform for knowledge exchange. He founded the Sports

Business Club (SBC) at the University of St. Gallen. Today, the club consists of 22 students who aspire to create a platform for intergenerational and interdisciplinary exchange that shares and creates insights on sports-related topics. To ensure the continuity of this student initiative, we founded the Impulse Network in 2021. This association is the backbone of the SBC, serving as strategic support by creating all relevant structures and frameworks to facilitate a professional and lasting environment. The various industry- and socially-relevant projects organised and dialogues engaged throughout the last years put us in a unique and privileged position to listen, assess, and then drive impulses for change. Those impulses for change are discussed and expanded at the Impulse Summit.

In 2022, the Impulse Summit is celebrating its 5th Jubilee. We are very proud to announce that this year's location will be the newly built HSG Learning Center, the SQUARE. The building's mission to be more than just a building, but to facilitate an environment for dialogue to share experiences and knowledge, perfectly aligns with our mission of bringing together 200 top executives from within and around the industry and 60 young talents.

We have always aimed to create a platform for dialogue at the interface of sport, business, politics, culture, and science, representing relevant industry topics by reflecting the voice of the next generation and senior industry experts. This year's Impulse Summit will be no different and only further built on the learnings, hereby, ensuring a continuity of the knowledge exchange.



**Sophie Stopp**  
Managing Director | Impulse Network



**Nele Seitz**  
President | Sports Business Club



**Clemens Kürten**  
Chairman | Board of Trustees



**Leon Schuler**  
President | Sports Business Club

## Co-Organisator



# History

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## 2017

The Impulse Network goal to create impulses for change within the sports industry traces back to our very beginning. In 2017, our founder Clemens Kürten started the Sports Business Club initiative with precisely this mission. Within one year of the club existing at the University, we were officially accredited by the student union and HSG authorities, enabling us to transform vision into tangible output. We began our journey with exclusive workshops at existent major players within the industry, such as Allianz, the International Olympic Committee and FIFA.

## 2018

However, our vision was not complete with the connection of the next generation to major European stakeholders in single-day events — we wanted more, and thus set a new goal for 2018: to host an international conference at the University of St. Gallen with students and experts from all over the world. By October 2018, a team of friends had realised the inaugural edition of the Impulse Summit in the Weiterbildungszentrum Holzweid, which focused on the topic #shapingtheshift. The year 2018 brought many challenges, from event management to partnership negotiations, but can be viewed as the starting point for our annual conference as well as many lasting professional relationships. By the end of 2018, we had established a reputation as a major association at the University, and one that had just shown genuine results for its efforts.

## 2019

In 2019, for the first time, we were able to recruit a team of 15 motivated students from different academic backgrounds and levels of study at the University of St. Gallen. We opted for a new location outside of the city and held our second physical Impulse Summit with an increased budget and more international participants at the Würth Haus in Rorschach. From featuring a self-built bar on stage to testing unique formats that would come to be known as the Impulse Sessions, the year concentrated on professionalisation of the Impulse Summit.

## 2020

Starting our third conference year, everything was set for another period of improvement and advancement, with a bigger team, bigger budget and bigger goals. The year started with a significant success, as we were able to onboard the Swiss Federal Institute for Sport (BASPO) as our co-organiser for 2020 and beyond. In addition, we achieved official non-profit organisation status from the Swiss tax authorities. However, in March the Covid-19 pandemic hit. As it became increasingly clear that no physical event would be possible in October, we made adjustments and were able to convert our efforts into a week of digital workshop sessions with a constant live viewership of over 100. Impulse Week 2020, under the motto #changingperspectives, was a success.

## 2021

After switching to an all-digital version in 2020, we reverted back to our original format and held the Impulse Summit 2021 as a physical conference in St. Gallen. We welcomed 170 participants into the spacious and light-filled halls of the Würth Haus. Our unique spirit once again nurtured an open and dynamic environment, enabling the handpicked Global Talents from over 10 countries and the selected industry experts to discuss a great variety of purposeful topics. Furthermore, we accomplished our industry projects on a semester basis with a diverse portfolio of accompanying partners following the three content platforms. Our newly introduced podcast series ‚Lessons learned‘ contributed with fresh insights to the overarching topic of the Summit. Lastly, we added a live-stream option to include part of the network in America, Asia and isolation.

# The Impulse Network's Mission

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## Create

The Impulse Network is a student-driven, not-for-profit movement founded to **create** impulses for change in the sports industry.

## Connect

From the base in St. Gallen, we are committed to **connecting** political, business, cultural and other leaders in society to drive change on a global and regional level.

## Educate

In everything we do, we strive to **educate** and demonstrate outstanding entrepreneurship through the students involved in our initiative — and all of this with moral and intellectual integrity.

## OPPORTUNITY AHEAD CHANGE AHEAD

Our opportunity is to truly foster the idea of a dialogue between generations, cultures, science and the industry facing challenges bigger than ever. At the core of our offering is the idea to inspire sports organisations, the public sector, corporates, investors, academia, NGOs, and participate in the development of collaborative solutions to systemic problems. Through our platforms we aim to develop sustainable business models with societal and economic benefits for the future.



The last two years have brought a significant disruption to the world. As a consequence, the European sports system has started to re-think and reshape their role and its contribution to society.



As a student-initiative, we see ourselves in a unique position to provide a truly independent and trustworthy platform in a world marked by a loss of trust and diverging stakeholder-interests.



A successful Impulse Summit will be the logic consequence of our platform activities and the content will greatly benefit from sharing unique and exclusive ideas there first.

## Key Numbers & Stakeholders

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# 5th

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### IMPULSE SUMMIT

After four successful editions we are currently planning the fifth version of our flagship event

# 500+

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### ENGAGED STUDENTS

from St. Gallen and all over the world were directly involved in one of our activities

# 400+

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### PARTICIPATING EXPERTS

sharing their know-how and benefiting from new perspectives

# 25+

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### INDUSTRY PROJECTS & WORKSHOPS

were organized to different topics with our partners

# 1.7m+

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### PEOPLE REACHED

through our channels with content related to our club but also sports business in general

# 22

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### TEAM MEMBERS

all studying at the University of St. Gallen and working on a voluntary basis

**In our activities, we aim to engage various communities in order to foster an intergenerational and interdisciplinary exchange. The communities we intend to engage are:**



Thought leaders from politics, business, civil society and academia within and beyond the sports industry



The Swiss sports landscape with all stakeholders from public offices to top athletes



International students with backgrounds in economics, sports, law, engineering and social studies



University of St. Gallen students from all levels of study with different backgrounds and goals and thereby added value for the initiative

# Organisation



In 2021, it had become apparent that the Sports Business Club requires a strong backbone to become a relevant initiative in the sports industry. While our flagship event, the Impulse Summit, is organised by our student-team of the SBC, the Impulse Network provides strategic direction and additional resources to create a memorable and rich experience for all team members of the SBC.

## Impulse Network

The Impulse Network serves as the mother organisation encompassing all entities of the initiative. It is made up of the Board of Trustees and the Management and run by long-term members of our initiative. All content-driven work beyond the Impulse Summit is also run at this level.

Leadership: Sophie Stopp (Managing Director)  
Clemens Kürten (Chairman)



## Sports Business Club

The Sports Business Club organises our annual conference and is run by students from the university that organise and carry full responsibility for the event, but also embark on a yearly team journey filled with opportunities for personal development and career starts, called the Impulse Program.



## Alumni Network

To secure the long-term involvement of our members, an extensive alumni network exists with networking opportunities for team alumni and other participants of our events.

# Activities



## IMPACT TROUGH DIALOGUE

By realizing all these goals the main focus of the Impulse Network lies in organizing our annual conference, the Impulse Summit, our platform projects and the Impulse Program.



### IMPULSE SUMMIT

The Impulse Summit brings together 200 sports industry experts and 60 selected young student talents – the so-called Global Talents – from all over the world. Under a guiding yearly topic, our participants engage in a two-day conference designed to challenge the status quo of the industry. Due to the success of our initiative, the increased recognition at the university-level and extension of partnerships, we are excited to increase the number of participants and relocate the 2022 Summit to hometurf.



### PLATFORM PROJECTS

The Impulse Network platforms are based on the core topics concerning the initiative and representation of our content-based output focus. Each platform sets its own focus point from where it aims to address the current challenges and opportunities within the sports industry to create valuable impulses for change that are based on the vessel of sports but may be applicable for society in general and are therefore aimed to be holistic, global and system-theory based. These challenges are addressed in projects with specific outputs and definable problems that are solved in order to contribute to the overall dialogue. For each project we recruit a team of engaged and motivated students that complete industry projects, workshops or organise gatherings with different partners



### IMPULSE PROGRAM

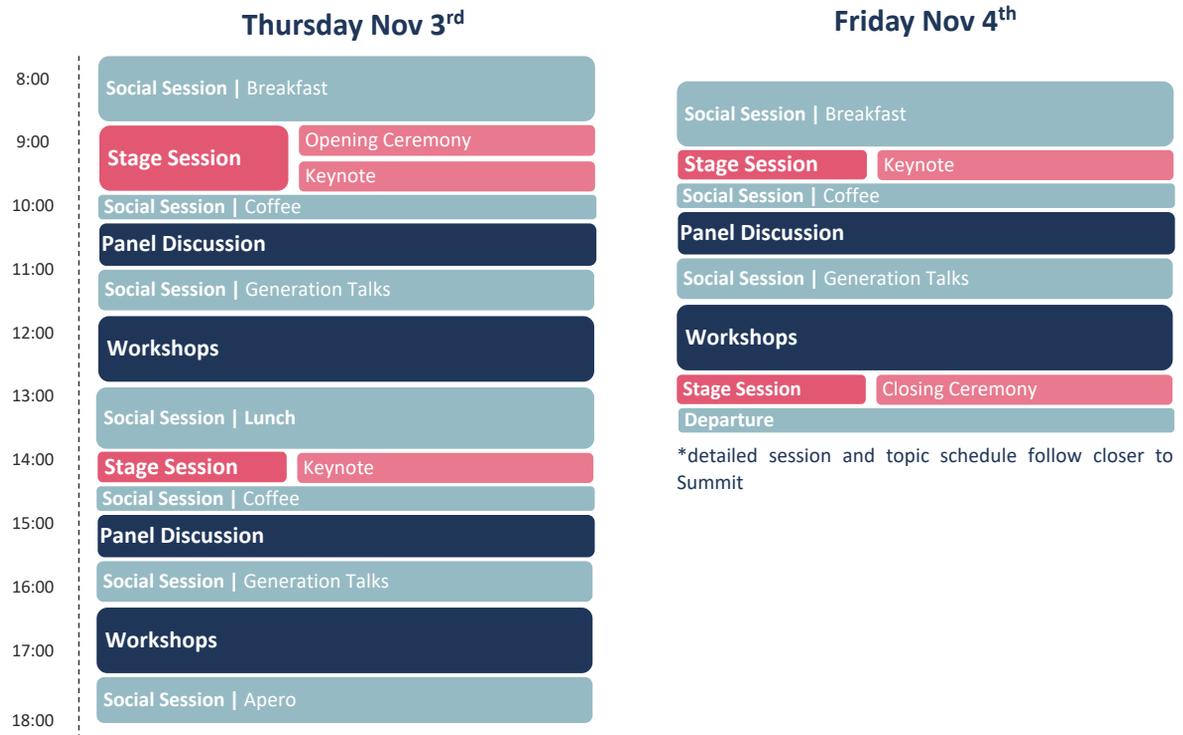
The SBC originated with the idea to provide the missing bridge between the sports industry and the University of St. Gallen, especially for the University's excellent business graduates. Over the course of the last years, we have come to understand that many students carry a passion for sports but have decided not to act on that for their career and therefore do not specifically pursue an education in sports. Each member of the Sports Business Club signs up for a one-year journey with a set timeline and different educational as well as practical skill development steps. Funded fully by the Impulse Network, the team members embark on a personal and professional development mission while simultaneously working towards our main goal: the Impulse Summit.



### PUBLICATIONS

Through various side engagements, like the start-up selection, the essay competition, our magazine Impulse Quarterly and a podcast project, we keep our community engaged beyond our main events. In addition, each Platform Project provides, co-authored with the partnering company, a tangible output for publication. Recently publicized whitepapers can be found on our website.

# Looking Ahead: Impulse Summit 2022



## Conference Topic: *Dare Together*

Under the guiding topic **#daretogether**, the 5th jubilee Impulse Summit 2022 on November 3rd and 4th challenges stakeholders of the sports business industry to dare and empower others to achieve progress together through the adoption of an athlete’s mentality.

Across all segments of business and society, the urge for change has been highlighted in recent years, not least due to the ongoing pandemic. Due to its role as a universal social institution, sport’s potential to lead societal change must not be overlooked. Sport has the unique power to unite people regardless of identity, background, or ability; as such, it contributes to the overall wellbeing and peace globally. Thus, to act on its leadership potential and proactively create impact, the industry must, as highlighted at the Impulse Summit 2021, enter a state of continuous learning, and embrace adversity to use megatrends to its advantage.

We propose for industry leaders to achieve progress by daring to embrace an athlete's mentality, rally peers, and take action together. To align each step with the teams' overarching goal, focus on strengths, and incorporate sporting values such as respect, inclusion and fairplay. By leveraging principles such as Ikigai, organisations may refine sport's societal purpose and justify its political, economic and ideological privileges. Ultimately, and true to an athlete's mentality, all parties must take ownership for their actions and consequences. Beyond challenging visionary narratives, we urge action as the sports industry cannot lead society if not all actors **#daretogether** to progress.

Read the full topic description on our [website](#).

# Impulse Summit – November 3<sup>rd</sup> & 4<sup>th</sup>, 2022

WEDNESDAY | 02 NOV

THURSDAY | 03 NOV

FRIDAY | 04 NOV



GLOBAL TALENTS | St. Gallen



IMPULSE SESSIONS | Square



KEYNOTES | Square



CONTRIBUTOR'S DINNER | St. Gallen



EXPERT DINNER | St. Gallen



WORKSHOPS | Square

## Formats

In order to deliver a holistic and immersive experience for all participants, we have created a variety of formats to be scheduled and completed by the different groups over the course of the Impulse Summit. Maximisation of interactivity is key for each and every format in order to effectively facilitate the creation of intergenerational impulses for change in the industry.

### Stage Formats

On stage, we aim to feature our key speakers as well as use the platform for our own content delivery as we can address the highest number of participants simultaneously. The Impulse Summit is traditionally opened by a key speaker (e.g. Chair of Board of Trustees).

- i. **Keynote:** A keynote is delivered by a single speaker on a specific topic for approximately 15-20 minutes and features a 10-minute question-and-answer session at the end.
- ii. **Panel:** A panel discussion features up to three speakers as well as a moderator on a specific topic for approximately 45 minutes.
- iii. **Stage interview:** A stage interview features the moderator interviewing a key speaker for approximately 25 minutes as well as a question round to follow.

### Impulse Sessions

The Impulse Sessions are what makes our conference truly unique. In these smaller sessions with less participants, we aim to create an eye-level exchange between experts and the next generation.

- i. **Interview:** This implementation features one or two key executives who are not able to prepare the session in advance, as well as a moderator and up to 20 participants who ask questions in a 'fireside' format.
- ii. **Workshop:** This implementation features a classic case study with a short company or a case presentation as well as group work and a presentation of results with up to 40 participants.
- iii. **Student-run input talk:** This implementation features a short input talk (two-five minutes) followed by an open discussion for up to 20 participants. This format is preferable for students, academics and other non-classic stakeholders.

## Social Sessions

The real magic of conferences happens not on screen but during the coffee breaks, which is why we aim to create a sizeable window of time for social interaction. These opportunities include:

Coffee breaks, Lunch, Breakfast, Evening drinks, Dinner, After party

### Public Session

In order to preserve the exclusivity of our conference while simultaneously offering value to the general public as well as the students of the University, we aim to realise at least one publicly accessible and free session on campus in St. Gallen.

### Special Sessions

For special stakeholder groups, we provide a number of dedicated sessions during and around the conference.

- i. **Contributors' dinner:** For a closed circle of our contributors and partners, we organise a dinner to give back to the team as well as provide a space for our inner community to exchange.
- ii. **One-on-one:** Selected partners are able to book one-on-one meetings with Global Talents.
- iii. **Talent Day:** The Global Talent Day is the day prior to the conference, where we focus on the personal development of our Global Talents and are additionally able to realise case studies with our partners.
- iv. **Experience Day:** Together with our young leaders, we aim to visit a different Swiss-based player within the industry each year to complete a company tour, workshop or similar.

# Impulse Summit Participants

The Impulse Summit brings together four different participant groups:

- The experts are C-level executives from the industry as well as individuals with outstanding backgrounds. We aim to create a broad representation of different stakeholders, which include corporates, investment funds, federations, clubs, politicians, academics and technology specialists. We do not focus on a single sport or discipline. We, hereby, distinguish between experts who are merely participating and listening to the discussions and speakers actively leading the dialogue.
- The Global Talents are specially selected and invited international young talents either currently enrolled in an academic programme or in the early stages of their professional career. We aim to ensure diversity among this cohort, including consideration for highly educated business students, outstanding stories or life paths, athletes, a diverse mix of locations, academic levels and experience.
- The team is comprised of the current Sports Business Club at the University of St. Gallen, the Impulse Network and the Alumni Team, as well as representatives of the steering committees of the focal platforms.
- The supporters are students from the University of St. Gallen are responsible for different tasks surrounding the conference.

## Previously Engaged Speakers



**Alexander Müller**  
CEO, SK-Gaming



**Carsten Koerl**  
CEO, sportradar



**Emma Zwiebler**  
VP, WFSGI



**Michelle Lemaître**  
Head of Sustainability and Olympic Legacy, IOC



**Julia Philipona**  
Co-Owner, Athletes Network



**Peter Görlich**  
CEO, TSG Hoffenheim



**Matthias Remund**  
Director, BASPO



**Carsten Cramer**  
Managing Director, Borussia Dortmund



**Susanne Aigner-Drews**  
CEO, Discovery Network Germany



**Lenah Ueltzen-Gabell**  
Managing Director EMEA, Wasserman



**Joachim Hilke**  
Managing Director Global Partnerships, Fanatics



**Oliver Pabst**  
CEO, Mammüt



**Nicolas Evans**  
Head of Research & Standards, FIFA



**David Grevenberg**  
Former CEO, Common Wealth Games



**Karin Orgeldinger**  
Managing Director, German Skiing association (DSV)



**David Eades**  
Director, BBC



**Tatjana Haenni**  
Director Women's Football, SFV



**Frank Leenders**  
Director General, FIBA Media & Marketing Services



**Holger Geschwindner**  
Former Coach Dirk Nowitzki



**Stefan Zant**  
Managing Director & Co-Founder Seven.One Sports



**Sarah Lewis**  
Former Secretary General, FIS

# Platforms

Business Innovation & Digitalisation

Society & Social Responsibility

Politics & Governance

Each platform has freedom regarding the exact mode of creation of impulses. In general, the aim is to create a published output that can qualitatively or even quantitatively illustrate the value for the discourse of the specific platform.

Our general approach for projects on these platforms is to onboard a team of dedicated students that complete either a workshop or longer-term industry project with a partner on a question relevant for the industry. This practical approach creates profound and deep insights combining academic knowledge and practical challenges. We, hereby, recruit a diverse portfolio of students coming from different universities in addition to the University of St. Gallen.



## Podcast Series Lessons Learned

### Current Industry Projects:



Developing a sustainability club to think future, local impact and connecting winter sports to the UN SDGs



Bridging the gap between technology in sports with venture capital



Evaluation of international football markets according to monetisation potential and elaboration of individual market penetration strategies

### Past Industry Projects:



Monetisation of Digital Business Models



Sporting Goods Report



TechRadar in Football



WASSERMAN

Women in Football Research Project



Thank you

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## Team

Impulse Network at  
the University of St.  
Gallen

## Publisher

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9000 St. Gallen  
Switzerland

## Social

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