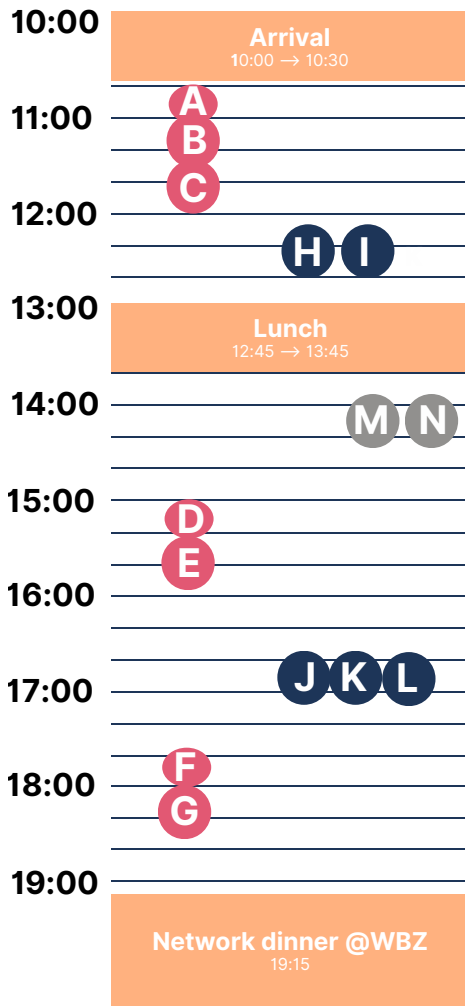


30th - 31st of October

#TheNextBillionFans

IMPULSE SUMMIT 2025 DAY 1

THURSDAY OCTOBER 30TH



STAGE SESSION

- 10:30 → 10:40**
A **OPENING CEREMONY**
David Eades
Allday Media, Director
- 10:40 → 11:20**
B **CHASING THE NEXT BILLION**
Luis Vicente
APEX, Chairman
- 11:20 → 11:40**
C **PACE WHITEPAPER PRESENTATION**
Shin Szedlak
PwC Switzerland, Senior Manager
- 15:10 → 15:25**
D **SWISS BASKETBALL - FIBA U19 BASKETBALL WORLD CUP**
David Eades
Allday Media, Director
- 15:25 → 16:10**
E **UNLOCKING SPORTS COMMERCIAL POTENTIAL**
Lars Stegelmann
Two Circles, Director Marketing and Consultancy
- 17:40 → 17:50**
F **MYI**
Kevin Prinz
Infront, Head of Strategy and Business Development
- 17:50 → 18:50**
G **START-UP COMPETITION**
Michele Tiozzo
European Triathlon Union, CEO
- Carsten Koerl**
Sportradar, CEO
- Thomas Preiss**
SportsTechX & EBAN Sports
- Barbara Schmid**
Startfeld, Project manager Startup Support

WORKSHOP

- 13:45 → 14:45**
M **UEFA INNOVATION HUB WORKSHOP**
- N** **DAZN WORKSHOP**

PANEL TALKS

- 12:00 → 12:45**
H **SHORTER, FASTER, LOUDER**
Dominik Schwizer
FH Graubünden, Lecturer
- Eliana Amboni**
TEAM Marketing, Commercial Strategy Lead
- Haruka Gruber**
DAZN, SVP and Head of Central Europe
- Andreas Kaeshammer**
Infront, Head of Football
- 12:10 → 12:55**
I **DO WE EVEN NEED PHYSICAL STADIUMS?**
Yannick Ngarambe
Flow Kommunikation, Presenter
- Nepomuk Nothelfer**
Melchers Rechtsanwälte, Attorney/Lecturer
- Martin Marquardt**
SK Gaming, Chief Gaming Officer
- 16:30 → 17:15**
J **DATA, AI & MACHINE LEARNING**
Douglas Finazzi
Cmon Sports, CEO & Founder
- Christopher Craig**
Google, ISV Partner Manager
- Fabian Furch**
CUJU, COO
- Kristina Fraesdorf**
unioFEED, Partnerships Director
- 16:30 → 17:15**
K **GREEN GAINS**
David Quass
Senior Executive Sustainability
- Adrien Lagach**
Decathlon, Chief Strategy Officer
- Marisa Reich**
Pro C Solutions, Business Consultant & Coach
- 16:30 → 17:15**
L **THE NEXT BILLION JOBS**
Joao Frigerio
iWorkinSport, CEO
- Lionel Lefin**
Decathlon, Chief People Officer
- Roger Franz Wilfinger**
KA-EX, COO

Where Sports and Business
meet **the next Generation.**

30th - 31st of October

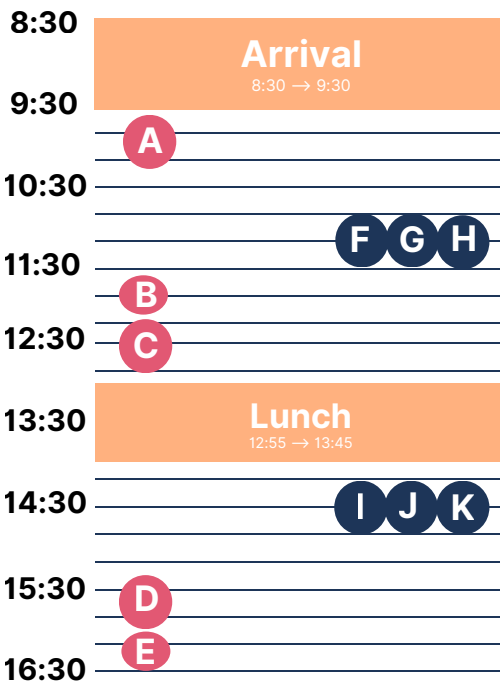
#TheNextBillionFans

IMPULSE SUMMIT 2025 DAY 2

FRIDAY OCTOBER 31ST

STAGE SESSION

PANEL TALKS



- 9:30 → 10:15**
- A LEADERSHIP IN GLOBAL SPORTS MARKET**
- David Eades**
Aliday Media, Director
- Elena Mirandola**
the breakaway, Executive Advisor & Founder
- Derrick Lang**
NBA basketball school, Director
- Dr. Jackie Cruz**
PwC Sports Business Advisory, Manager
- 11:55 → 12:10**
- B PWC - GLOBAL SPORTS STUDY 2025**
- 12:10 → 12:55**
- C TRADITION VS. EXPANSION**
- James O'Neill**
ve2max, Business Development & Strategic Partnerships
- Holger Hansen**
Publicis Group, Executive Director Sport
- Peer Naubert**
Bundesliga International GmbH, CEO
- Dirk Schlunz**
1. FC Nürnberg Marketing, Managing Director
- 15:15 → 16:00**
- D WINNING GLOBALLY**
- David Eades**
Aliday Media, Director
- Esmée Böbner OLY**
Swiss Volley, Former Pro Beachvolley Player
- 16:00 → 16:15**
- E CLOSING CEREMONY**

- 10:45 → 11:30**
- F THE CALENDAR ISSUE**
- Torstein Dalen-Lorentsen**
SINTEF Digital, Research Manager, Health & Performance Technology
- Rodrigo Garza OLY**
IOC, Athlete Partnerships
- Lukas Eisner**
SwissGolf, President
- Maheta Molango**
PFA, CEO
- 10:45 → 11:30**
- G TENNIS & PADEL**
- Anja Lüthi**
Infront, manager Strategic Communications & Events
- Olivier Ducrey**
Times Attorney, Partner
- Natalia Bezprozvannykh**
World Sports Technology, COO
- Matthieu Amgwerd**
Swiss Tennis, Head of Padel
- 10:45 → 11:30**
- H NEGOTI-AI-TE**
- Andreas Schrader**
Negotiation Expert
- Lorenz Beringer**
LOBECO, CEO
- 14:00 → 14:45**
- I THE FRANCHISING OF EUROPEAN SPORTS**
- Florian Hohmann**
Muntagnard, CFO
- Christoph Winterling**
FC Bologna, CRO
- Timo Helbling**
Deloitte, Management Consultant
- Tom Karkeek**
PwC Strategy&, Director
- 14:00 → 14:45**
- J MORE THAN FANS**
- Marisa Schlenker**
adidas Foundation, Project Manager
- Jermain Raffington**
Freelance, Director & Creative
- Lorenz Beringer**
LOBECO, Founder & CEO
- Thyr Rodrigues**
Spectator Service Specialist
- 14:00 → 14:45**
- K THE POWER OF THE ATHLETE BRAND**
- Meriton Ceka**
Webface/Delta Lectorat/ Universität St. Gallen, Lecturer
- Sol Lovemore**
Lovemore Sports, Founder
- Olivier Ducrey**
Times Attorney, Partner
- Roger Franz Wilfinger**
KA-EX, COO

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Provisional programme, subject to change.