

# BEHAVIOUR CHANGE & MOTIVATION

a preview of the European Health & Fitness Forum (EHFF) 2015



The opening event for the FIBO International Trade Show

**08 APRIL 2015, COLOGNE**

**#EHFF2015**



**EUROPEAN  
HEALTH & FITNESS  
FORUM**  
Powered by **EuropeActive** and **FIBO**

# ABOUT EHFF 2015

The European Health & Fitness Forum (EHFF) is the opening event of FIBO with the International Trade Show starting the following day.

With the fitness sector traditionally seeing a high level of attrition, resulting in low member retention rates, how should it adapt itself in order to motivate people to embrace and maintain a healthy behaviour?

Following on from the success of last years 'sold out' event, EuropeActive and FIBO invite you to discover the impact of '**Motivation & Behaviour Change**' on member retention rates.

The forum will also provide for the official launch of the EuropeActive/Deloitte European Health & Fitness Market Report 2014, the most comprehensive annual research on the fitness market.

The event boasts an impressive selection of speakers and with the facilitation of debates held by world's top manufacturers and leading European operators it will generate new, valuable insights into further sector developments.



# PROGRAMME HIGHLIGHTS

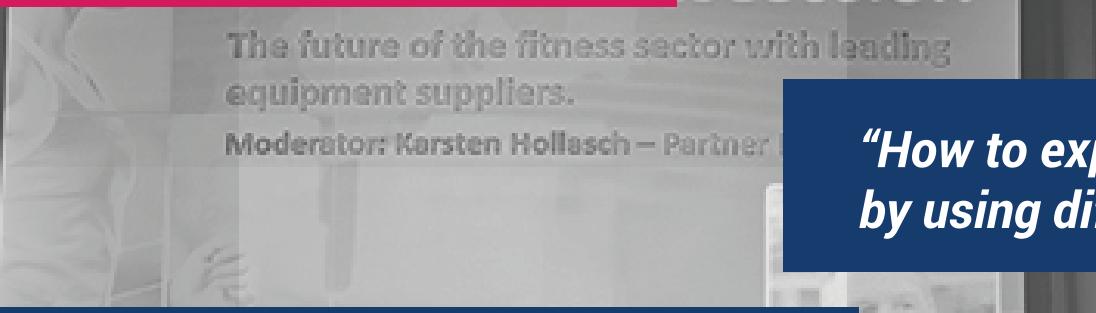
- **Presenters Wall** - creating interaction by live voting, real-time results and social media integration.
- World record holder and Cirque du Soleil artist **Adrienn Banhegy**
- Key Findings from the **European Health & Fitness Market Report 2014** - **Karsten Hollasch, Deloitte**
- Key Findings & insights on what factors influence motivation and retention in health & fitness clubs - **Dr. Paul Bedford**
- How Media and Messaging can Change Behaviour - **Bob Duffy**, Managing Director of the Ipsos MORI Social Research Institute and Global Director of Ipsos Social Research Institute.

# PROGRAMME HIGHLIGHTS

- How motivation techniques are used in Nuffield Health & Wellbeing Centres - **Dr. Andrew Jones**, CEO, Nuffield Health & Wellbeing, UK
- How to grow the market by using different motivation and retention tools by **Diogo Vidigal**, Fitness Tribe, Portugal
- “The smart unconscious” and how it relates to physical activity. **Prof. Ap Dijksterhuis**, Radboud University Nijmegen, Netherlands
- How technology can play a role in motivation and behavioral change - **Bryan O'Rourke**
- **The EU view:** How do policy makers see the opportunities for the active leisure sector?
- Presentation of the first copy of the publication “**EuropeActive’s Essentials of Motivation & Behavioural Change**” to EU Commissioner by Nerio Alessandri, Technogym and the President of EuropeActive



# ROUNDTABLE DISCUSSIONS



***"The future role of technology in increasing motivation and participation"***

## DISCUSSION

The future of the fitness sector with leading equipment suppliers.

Moderator: Kersten Hollesch – Partner

***"How to expand the target group for the sector by using different motivation/retention tools"***

*These leading organisations have confirmed their participation in roundtable discussions:*

**Suppliers;**  
Precor, Life Fitness, Matrix,  
Technogym, Gym 80

**Operators**  
Homes Place, Pure Gym, Fitness First, Healthcity/Basic Fit

# PRESNTATION OF A NEW BOOK ABOUT BEHAVIOUR CHANGE



There is overwhelming evidence that physical activity and exercise are beneficial for health, but do people exercise regularly for their health? Research shows that 50% of all people drop out of an exercise programme within the first six months whilst other studies show that Europeans are not physically active enough.

To improve health by regular physical activity, fitness and sport, together with improved nutrition and lifestyle, people need to be coached in changing their behaviour into one of long-term adherence to a healthy lifestyle.

Motivation and behaviour change are key elements to EuropeActive's mission to get More People, More Active, More Often and we will presenting a new book entitled "**EuropeActive's Essentials of Motivation & Behavioural Change**" at the forum.

Each delegate will receive a free copy of the book which will provide an invaluable insight in to how you can improve your understanding in this key area of work for the sector.

# NETWORKING OPPORTUNITIES

The forum is designed to be a summit meeting of all stakeholders of the European health & fitness sector, with the participation of policymakers, health experts, insurance companies, associations and industry key players as well as representatives of universities

There will be plenty of opportunities to meet your peers as the forum also includes Coffee breaks, Lunch and a Networking reception and dinner at the **Rheinterrassen Köln** - a truly special location with the stunning panorama of the old town and Cologne's famous landmark, the Cathedral, as the backdrop.



## YOUR ORGANISERS

### About EuropeActive

EuropeActive formerly known as The European Health & Fitness Association (EHFA), with its origins in 1996 as a not-for-profit organisation, remains as the unique voice for the European health & fitness sector to all of the main EU Institutions. Its mission is to turn back the tide of inactivity and ensure that MORE PEOPLE become MORE ACTIVE as a result of a functional synergy between all of the sector's actors.

EuropeActive has, among its membership, more than 10,000 facilities, 19 national trade associations, sector leading suppliers, education providers and individuals.

For further information visit us at  
[www.europeactive.eu](http://www.europeactive.eu)

### About FIBO

State-of-the-art training equipment, intelligent health promotion concepts, up-to-date expert lectures and action-packed events: FIBO doesn't just offer the world's most comprehensive overview of the market but also up-close contacts with companies and their innovations.

Businesses from outside Europe are among those taking advantage of the leading International Trade Show for Fitness, Wellness and Health by presenting their innovations and staging world premieres of their products. With 697 companies presenting their products and services to 115.700 trade and private visitors from around the world at FIBO 2014.

For further information visit us at [www.fibo.de](http://www.fibo.de)

**REGISTER NOW**



## European Health & Fitness Forum Motivation & Behaviour Change

Congress Center Nord, Exhibition Centre  
Cologne, Germany

08 April 2015, 09.00 - 22.30

EuropeActive Members: **€229** - before 1st March 2015

EuropeActive Members: **€279** - after 1st March 2015

Non Members: **€279**

All delegates receive a free copy of the book, "**EuropeActive's Essentials of Motivation & Behavioural Change**" and a 2-day ticket (Thursday and Friday) to the **FIBO International Trade Show**

To register your place

**CLICK HERE**