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Press release

ISPO Digitize Summit

Digital conference for the sports industry entering its second stage

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- Knowledge sharing for the digital sports business
- High level speakers from Wirecard and Zalando to attend
- Discount tickets available online

After its successful premiere in June 2018, the ISPO Digitize Summit will take place in Munich for the second time on July 3 and 4, 2019. The digital conference for the sports industry will focus on four major areas of activity: Data Analytics & CRM, Digital Talents & Recruiting, Change Management & Digital Culture and Digital Infrastructure. In addition, the potential of eSports for brands and retailers will be a general topic. [Discount tickets](#) are available online until May 28, 2019.

Digitalization opens a wide range of potential and new opportunities for sports retailers and the sporting goods industry. This means, digital competencies will be an increasingly crucial factor for remaining competitive in the future. Christoph Rapp, Project Manager of the ISPO Digitize Summit: "Understanding digitalization, recognizing opportunities and finding solutions – we are giving participants all of this in a consolidated two-day event to get them ready for the digital transformation." The agenda offers various formats to meet the different requirements of visitors: Spokespersons and pioneers of the digital industry will present their views of visions and trends, experts will use case studies to show how digitalization can be put into practice. Participants will also be able to gather valuable practical experience in workshops. Providers will explain today's digital services and solutions in the Experience Area.

Four major areas of activity will be highlighted: Data Analytics & CRM, Digital Talents & Recruiting, Change Management & Digital Culture and Digital

Infrastructure. Among other things, these topics will address the issue of how brands and sports retailers can gain a better understanding and a full picture of their digital customers. This knowledge will give companies a critical competitive advantage. Another question is how to improve the analysis of customer data so it can be used for an optimal customer journey. This work often requires specialized employees. But what's the best way to attract these digital talents for your own company? In addition, the digital transformation represents a cultural shift for many companies. Exploring how employees can be supported, processes changed and ultimately a competitive digital infrastructure established – at the ISPO Digitize Summit, experts will provide answers to these questions.

Initial program highlights

One of the highlights is the top-level conference program. In 2019, speakers will include representatives from Accenture Strategy, tradebyte Software and Wirecard, among other companies. Dr. Carsten Keller, Vice President Direct-to-Consumer at Zalando SE, is responsible for the integration of stationary trading into the Zalando platform. In his presentation - and a subsequent practical workshop - he will examine the possibility of stationary retailers generating sales directly with Zalando customers without having to set up a digital infrastructure. Susanne Franz, Global Marketing Communication Director at SEAT will bring impulses from outside of the sports industry. She will provide insights into how the automotive group is responding to the increasing complexity and speed of digital transformation. Other partners who will be sharing their expertise and know-how in the form of lectures, workshops and hands-on sharing are Color Digital, ECD, MobiMedia, Outdoor Active, Redpoint Solutions, shopware and The Walt Disney Company.

About ISPO Digitize

With the ISPO Digitize format, ISPO extends its digital strategy into the offline world and supports sports retailers and the sporting goods industry on their way to a digital, competitive future. The ISPO Digitize Summit is the digital conference for the sports industry that takes place annually at the ICM - International Congress Center. In addition, the ISPO Digitize format is integrated into existing platforms and trade fairs such as ISPO Munich, ISPO Beijing and ISPO Shanghai. At

ispo.com, interested persons receive up-to-date information and insights daily.

More information and current content on the Summit program can be found [online](#).

About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.