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Press release

ISPO Digitize Summit

Shaping the future with digital know-how

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- Program with keynote addresses, workshops and other highlights is now online
- Leading speakers from adidas, Microsoft, Accenture and other companies
- Opening by the Bavarian Minister of Digital Affairs

Digitalization has given a rocket-like boost to the sporting goods industry in recent years. Manufacturers and retailers will learn the best ways to seize these new digital opportunities and to apply digital tools on July 3 and 4 during the ISPO Digitize Summit in Munich, the compact, clearly structured digital conference for the sporting goods industry. In addition to talks and discussions, the [program](#) will include a large number of workshops where participants can expand their base of practical knowledge and learn new skills. The conference will be opened by Judith Gerlach, the Bavarian Minister of Digital Affairs.

“The digital world turns fast,” says Christoph Rapp, Project Manager of the ISPO Digitize Summit. “It seems like new means of communication and tools are created every day. This changes consumer behavior and the requirements faced by manufacturers and retailers. Digital know-how is becoming a core skill in many company divisions so that customers can be reached in the right way and processes can be efficiently designed.” The summit’s program will provide participants with a wide range of new knowledge. One trend that is increasingly being used in digital marketing is smart speakers like Amazon’s Alexa and Google Home. They are rapidly conquering the market. During a workshop with Daniel Sprügel, the founder and owner of Sports Maniac, participants will learn more about the potential of voice technology and ways that the sports industry can prepare for this development. Customer communications will also be the focus of a workshop led by Tanja Wimmer, Project Manager for Innovation & Labs at

Wirecard. She will discuss how conversion rates can be boosted through digital customer interaction. Reinhold Wawrzynek, a member of the Management Board and COO of MobiMedia, will talk about the relationship between manufacturers and retailers. He will show how, with the help of a digital order portal, continuous communications between both sides and, thus, optimal product management, a new digital order rhythm and the integration of the order portal into the sales management system can be achieved. An overview of all planned workshops is provided by the [online event calendar](#).

Addresses, panel talks and discussions

The keynote addresses by highly respected [digital experts](#) will offer inspiration and vision. The speakers will include Tim Janaway, Senior Vice President at adidas Outdoor, and Steffen Hack, Director of Digital Commerce Outdoor at adidas. Their topic will be “digital in the real world.” Moritz Hagenmüller, the Managing Director of Accenture, oversees the strategic consulting business for German-speaking areas and Russia and is an expert for company and growth strategies in the age of digital transformation. He will offer insights into global digital trends during a talk titled “Beyond Omni-Channel – the Next Wave of Digital Innovations.” Sebastian Lancestremere, the President of the Global Sports Innovation Center at Microsoft, will discuss how sports, driven by artificial intelligence, can be rethought. M-commerce will follow e-commerce: mobile shopping, an option that really appeals to young target groups. Melanie Mohr, the Managing Director of yeay, will discuss how influencer marketing can be correctly used here. More than 500 companies have already conducted the Digital Readiness Check to determine their degree of digital maturity. Stefan Herzog, the General Secretary of the Association of German Sporting Goods Retailers (VDS), will offer an overview of findings and recommendations for the industry.

Panel talks with representatives of the ECD and K5 platforms will encourage participants to share their thoughts. Stefan Zessel, the Director of Sales at shopware, and Sebastiaan van de Loo, Head of International Business Development at Color Digital who is one of the visionary bridge builders in the textile industry, will share their valuable knowledge. The up-to-date program and tickets are available [online](#).

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 München. 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.

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.