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Press release

ISPO Academy Barcelona presents its 6th edition under the catchword "Proximity"

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On May 28, the sixth edition of ISPO Academy in Barcelona will take place - the platform which provides training programs for sports retailers and sports business professionals around the world. The event will take place at the Barcelona Moda Center facilities in Sant Quirze del Vallès (Barcelona).

In this edition of ISPO Academy the topic will be "Proximity" and will revolve around the importance of the Consumer Centric Strategy and the Frictionless Consumer Experience. Throughout the event, various experts in the subject will go deep into the strategies to bring the product to the consumer and the creation of an approach adjusted to the user experience at the sales point and through after sales.

Relevant sector experts will participate in the journey, among them Ivo Güell i Torné, Manager of Idei Consultores de Formación and ESADE Business School Speaker. Ivo Güell i Torné applies neuro-training models, gamification and super-learning in all types of trainings. The aim is to achieve the best results and to focus every costumer to the success. He will give a lecture regarding the main topic "An experience on the costumer's mind". In addition, attendants of ISPO Academy Barcelona will learn about the market communication M2M possibilities, the costumer experience in full evolution and development of IoT.

Albert Fradera, CEO and Founder of 1to1 marketing Services, will present the topic "Do we want fans or customers?". It will enable attendees to discover the importance of databases in their business, how to use them and how to get the data that their customers provide them at the different social platforms. This way, Albert Fradera will explain the personalization opportunities to captivate attention and position the brand in the mind of customers.

During the journey also the new ISPO Digitize Summit will be presented. The new ISPO event that will take place on June 28 and 29 in Munich. The meeting will provide the sector professionals with a new view to the business of the future.

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 IPSO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; 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.