

2019 Fit for the Future Convention

22-23 January 2019

Holywell Park, Holywell Way, Loughborough LE11 3GR

From 10:00am	Arrival and Registration	Networking with tea and coffee
	Welcome Emma Boggis, CEO	This session will identify some of the changes needed within the sport and recreation sector and how the day will help provide you with the tools you need to play your part.
	How are we behaving? Elspeth Kirkman, Behavioural Insights Team, Cabinet Office	This opening session will help you understand the science behind behaviour change. This includes identifying what behaviours need to change, inside and out of your organisation, and what your role is in making them happen.
	HIIT Training, Farrah Storr, Author of The Discomfort Zone	This practical leadership discussion will show that by spending time in our discomfort zone we can grow, improve, and realise our full potential. Whether it's dealing with difficult people, making tough decisions or completely changing direction, Farrah will share how pushing through what she calls "brief moments of discomfort" are essential for success. Farrah describes these moments as "like HIIT training for your life" - and shows how the more you force yourself into them, the easier it will get and the more you are able to achieve.
	Breakout Session 1 Each delegate will attend both workshops.	How to get your teams changing with you Sharon Wilson, Positive Dynamics This workshop will help you learn how to influence potential stakeholders, especially those who can most influence the changes you are trying to make, such as your board, staff, clubs and volunteers. How to reach new & different audiences, Andrew Denton, Outdoor Industries Association This practical workshop will help you understand how to use insight to reach new audiences, using a practical example of a

		comprehensive market segmentation exercise conducted with Sport England.
13:00 – 13:45	Lunch	
	Breakout Session 2	
	Sport Talks	<p>“A modern NGB which celebrates the past while being relevant to the next generation - Is it possible?” - Andy Parkinson, CEO, British Rowing</p> <p>“Rising to the challenge of inactivity – the GOGA approach”- Barry Horne, CEO, Activity Alliance</p> <p>“Title to be confirmed” - Matt Birkett, England Athletics</p>
	Conversation with CEO Sport England	Tim Hollingsworth interview by Emma Boggis
	Jez Rose, The Behaviour Expert	This final session will be very motivating and entertaining – whilst helping you understand and apply a behavioural psychology model to leadership. The cornerstone of effective leadership is getting others to want to do something differently. Jez is a behaviour expert and he will share a series of principles and leadership pillars, which have been adopted and used to great effect by the likes of Audi UK, Old Mutual Wealth, Northumbria Water, Volkswagen UK and many pharmaceutical companies. Your big takeaway will be understanding the essential difference between “management” and “leadership” to help you lead change in your own organisation and across the sector.
17:40 - 17:45	Conference Wrap-up	