

**EHFA London Summit  
EHFA 3<sup>rd</sup> NATIONAL ASSOCIATIONS FORUM  
22-23 November 2010**

**Venue:** Novotel Tower Bridge Hotel London  
**Invitation:** by EHFA

<b>Day 1</b>	<b>Monday, 22 November 2010</b>
<b>11:00 – 13:00</b>	<b>EHFA 3<sup>rd</sup> NATIONAL ASSOCIATIONS FORUM</b>
10:30	Registration & Coffee
11:00	<b>Welcome:</b> Harm Tegelaars, President EHFA
11:10	<b>EHFA Update:</b> Herman Rutgers, Executive Director EHFA
11:30	<b>How to improve the credibility of our sector: part I - <i>tour de table</i></b> (5 slides by each association)
<b>13:00</b>	<b>SANDWICH LUNCH</b>
<b>14:00 – 17:00</b>	<b>"BECOMING THE HUB":</b> International and European Summit delegates all come together
14:00	<b>Introduction:</b> Harm Tegelaars, President EHFA
14:10	<b>The Hub Project</b> - an overview of the aims and objectives: Cliff Collins, Project Director EHFA
14:20	<b>Key Note Addresses:</b>
14:50	<ul style="list-style-type: none"> <li>• <b>The position and influence of the EU Commission in the promotion and understanding of Health Enhancing Physical Activity:</b> Jacob Kornbeck, DG EAC Sport Unit, EU Commission</li> <li>• <b>International dimension of Health Enhancing Physical Activity:</b> Prof Dr Harold W. (Bill) Kohl, III, International Society of Physical Activity and Health</li> </ul>
15:30	Coffee break
15:45	<b>The methodology &amp; findings from the Hub Project - the evidence supporting the position and direction of the fitness industry:</b> Cliff Collins, Project Director EHFA
16:00	<b>The recommendations for future actions</b> – the role, responsibilities, and opportunities for the European fitness industry: Herman Rutgers, Executive Director, EHFA
16:30	<b>Open discussion</b> followed by a formal declaration and photo session
17:00	<b>End</b>
<b>19:30 – 22:00</b>	<b>NETWORKING EVENT:</b> dinner on the river boat while enjoying London by night, dress code informal

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Day 2	Tuesday, 23 November 2010
<b>09:00 – 13:00</b>	<b>EHFA 3<sup>rd</sup> NATIONAL ASSOCIATIONS FORUM</b>
09:00	<b>How to improve the credibility of our sector: part II - <i>tour de table</i></b> (5 slides by each association)
10:15	<b>Building a strong national association:</b> example of FIA, UK – David Stalker, CEO, FIA
10:45	<b>New approach to music &amp; fitness:</b> Fredric Stenwreth, Managing Director, MusicPartner, Sweden
11:15	<b>Fitness connect directory:</b> Peter Davis, Founder, IDEA Health & Fitness Association, USA
11:45	Coffee break
12:00	<b>Risk management:</b> Mark Fulcher, VP, Marsh, UK
12:30	<b>Physical activity &amp; regional funding</b> - example from Spain/Galicia
13:00	<b>Closing:</b> Harm Tegelaars, President EHFA
<b>13:10</b>	<b>SANDWICH LUNCH</b>
14:10	<b>End</b>

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