

THURSDAY 26TH SEPTEMBER

BELAMBRA CLUBS, SEIGNOSSE - FRANCE

8.30 AM / OPENING

9.30 AM / SURF SUMMIT 2024 INAUGURATION

JEAN-LOUIS RODRIGUES, EUROSIMA PRESIDENT

10.00 AM / CONFERENCE 1

LEADERSHIP AND MANAGEMENT MODELS

COFFEE BREAK

11.30 AM / CONFERENCE 2

CAREER, HIGH LEVEL & PERSPECTIVES

LUNCH BREAK

2.00 PM / CONFERENCE 3

DIGITAL & ENVIRONMENTAL IMPACT

3.00 PM / CONFERENCE 4

EUROPEAN ACTION SPORTS MARKET

COFFEE BREAK

4.15 PM / ROUND TABLE 1

SOCIOLOGY OF SURFING, STORYTELLING & MARKETING

7.00 PM / OFFICIAL SURF SUMMIT COCKTAIL

OFFICIAL PARTY & WINNER OF EUROSIMA CALL FOR INNOVATION PROJECTS 2024 AT THE "70 HECTARES & OCÉAN" HOTEL IN SEIGNOSSE

FRIDAY 27TH SEPTEMBER

BELAMBRA CLUBS, SEIGNOSSE - FRANCE

8.30 AM / WORKSHOP

EMOTION, STRESS & ANXIETY

8.30 AM / SURF SESSION

SURF SESSION WITH HOSSEGOR SURF CLUB

COFFEE BREAK

10.00 AM / CONFERENCE 5

DATA & ARTIFICIAL INTELLIGENCE

11.00 AM / ROUND TABLE 2

CSRD EUROPE REGULATIONS

LUNCH BREAK

1.30 PM / 2024 EUROSIMA AGENDA

EUROSIMA COLLABORATIONS & THE YEAR'S AGENDA

2.00 PM / CONFERENCE 6

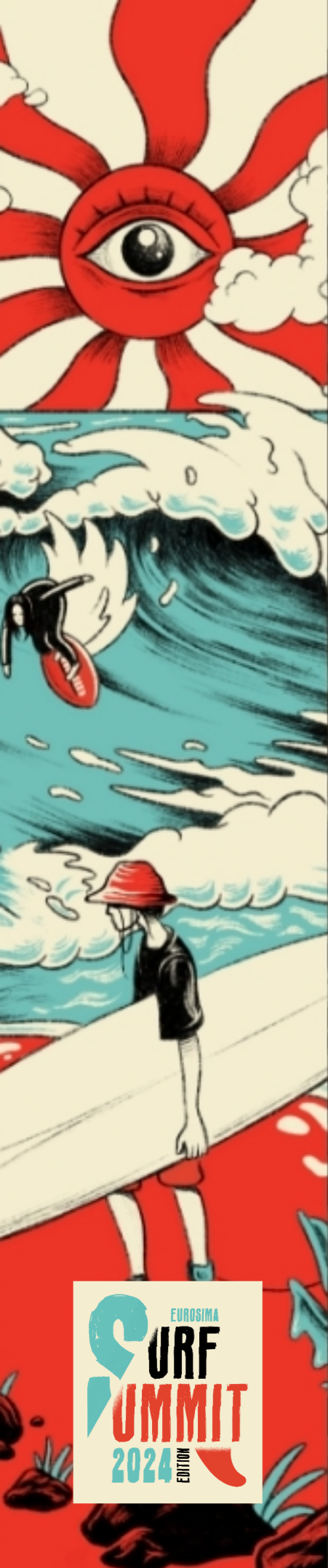
DESIGN THINKING, AI & INNOVATION

3.00 PM / CONFERENCE 7

BRANDING & STRATÉGIES MARKETING

CARLSBERG CLOSING PARTY





PUSHING ONE'S LIMITS

ES UNSTOPPABLE

Highlighting inspiring stories and successes in extreme sports to underline the passion, identity and culture of our disciplines.

POWER OF THE HUMAN ELEMENT

ES EMPOWERING

Valuing inclusive and positive management, focusing on employment, parity, inclusion and skills development to cultivate a solid and committed team dynamic.

CREATIVITY

ES VISIONARY

Focusing on design, art, marketing, storytelling and conception to boost creativity, transforming it into a lever of distinction and success. Explore how to unleash and amplify our creative potential to surprise our audience and assert our unique identity.

ANALYSIS OF ECONOMIC CONTEXT

ES STRATEGIC

To provide a detailed overview of the European action sports market, including economic data essential for understanding the post-COVID context and the impact of inflation.

DIGITAL TRANSFORMATION

ES PROACTIVE

Focusing on the importance of data, AI and blockchain to innovate and develop innovative business models adapted to the challenges of today's market.

SUSTAINABILITY

ES ECO-DRIVEN

Consolidate our CSR actions and strategies, recognising that environmental awareness is already well established, and align these efforts with regulatory guidelines to maximise our sustainable impact.