

FitSCEE (Fit Summit Central & Eastern Europe)

Brief

We are creating a new b2b business - connecting business leaders in the health, fitness and wellness communities in Central and Eastern Europe. This will be in a summit/exhibition format (including other social events). I want to use this slide deck to be impactful and introduce ourselves to CEOs and senior management of the various entities and seek their support via strategic partnership and sponsorship and encourage participation at the various planned events

Slide Deck

Logo, title, web site and email address in the footer of each slide. Be creative in the slides using graphics and pics of these various industries.

Slide 1 - Introduction slide

Title - The Primary Health, Fitness and Wellness Network In Eastern Europe

Text:

www.FitSCEE.com

Founder & CEO - Carl Grenz BSc, MSc, MBA carl@FitSCEE.com

CFO and Director Business Development - Natalia Milibaeva BA, MBA

natalia@FitSCEE.com

Slide 2

Title - Our Company

Text:

FitSCEE is strictly a b2b events company based in Budapest, Hungary

We are committed to 2 key activities:

1. Hosting A Series Of Events Across Eastern Europe
 - CEO/Senior Management Summits & Exhibitions
 - Award Dinners
 - Networking Receptions

2. Act As Industry Ambassadors & Connectors
 - Supporting Our Partners And Sponsors in Marketing Activities
 - Promoting New Industry Developments
 - Connecting Partners And Sponsors To New Activities

We generate our revenue from 3 keys activities:

- Event Sponsorship and Exhibition sales
- Event ticket sales
- Online advertising on the site

Slide 3

Title - Our Vision & Goals

Text:

Vision

Our vision is for FitSCEE to be recognised as one of the worlds leading networking entities for the Health, Fitness and Wellness communities in Central and Eastern Europe

Mission

Our Mission is to defragment the Health Fitness and Wellness communities in Central and Eastern Europe, helping enable them to better prosper and grow and to promote a healthier environment for our end users

Strategic Goals

We will deliver our Vision and Mission through the following strategic goals:

- Assist Government Ministries and Agencies promote new health, fitness and wellness initiatives and investments
- Act as a catalyst for our communities bringing together business leaders and managers through active networking and collaboration events
- Partner companies to ensure their employees have better access and knowledge to the health, fitness and wellness industries
- To promote Central and Eastern Europe as a global centre of excellence for health, fitness and wellness
- To facilitate new investment into our communities
- To help our communities deliver new innovations, services and products to the marketplace

Slide 4

Title - Our Values

Commitment

We are committed and passionate about working with our communities business leaders and entrepreneurs towards a common purpose - to make a positive impact on people's lives

Integrity

Our personal conduct, business relationships and practices will meet the highest standards of ethical behaviour and sound corporate governance. We will never jeopardise the trust placed in us, nor the integrity of the communities we proudly represent

Slide 5

Title - Why Partner/Sponsor FitSCEE?

Text:

Companies are generally keen to partner and sponsor us for three key reasons:

1. Thought Leadership
2. Business Development
3. Connectivity

incorporating:

- Unparalleled networking with health, fitness and wellness business leaders
- Enhancing their market visibility, profile, connectivity and reputation
- Accessing new strategic partners and investors
- Meeting a universe of suppliers and solution providers
- Insights into emerging market trends, concepts and technologies
- Knowledge sharing and expert advice on how to grow their company/brand
- Gain inspiration from successful entrepreneurs
- Learning new marketing, sales and business development strategies
- A world class platform to share their thought leadership with peers across the community

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Title - Our Network Reach

Text:

As we develop our database we expect to have connectivity with 000's of executives and entities across Central and Eastern Europe and from further afield

We intend to market ourselves on LinkedIn, Instagram and other various media outlets thereby also providing platforms for wider community advertising

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Title - Our Network Demographics

Text:

Our communities will include business leaders from:

- Government Ministries and Agencies
- National gyms, spa's and health clubs
- Franchise gyms, spa's and health clubs
- Boutique fitness and wellness studios
- Technology providers
- Equipment manufacturers/distributors and service providers
- Apparel providers
- Nutrition providers

- Healthcare providers
- Corporate HR (Employee benefits, wellness, education)
- Investment firms
- Consultancy firms
- Insurers
- Wellness tourism (Hotels, Spas, Retreats)

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Title - Our Industry Partners & Sponsors

Text:

Our industry partners, sponsors, committee members and speakers will represent the most influential brands, marketeers, innovators and investors across Central and Eastern Europe and beyond

We will also leverage the support of key Government and NGO Association partners

Slide 9

Title - Our 3 Year Business Plan 2019 - 2021

Table (please also show table graphically):

	2019	2020	2021
Summits	1	4	6
Summit Attendees	200	1000	1800
Countries	1	4	6
Companies	150	400	600
Speakers	10	40	60
Exhibitors	8	32	48
Foreign Visitors	4	20	40
Award Dinners	1	4	6
Award Categories	3	5	8
Networking Receptions	1	8	12

Format	Plenary Conference, Exhibition, Awards Ceremony
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