



Home House
20 Portman Square
London W1

7 June 2016

Invitation only

Allegra STRATEGIES

IN ASSOCIATION WITH





Allegra Health and Wellness Summit 2016

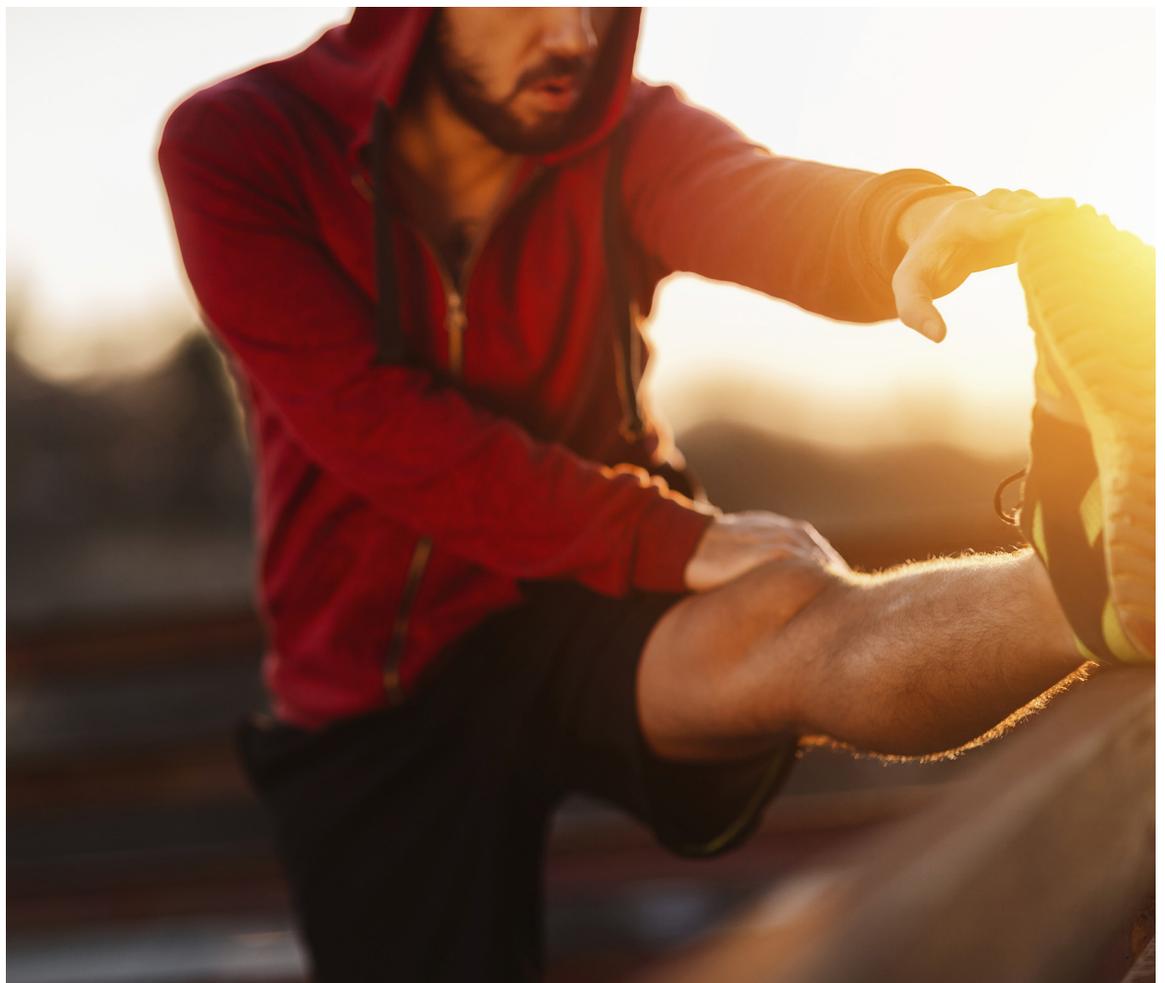
This invitation-only event brings together a hand-picked audience of key brands, retailers, manufacturers and investors across the UK Health and Wellness market.

Health and Wellness is one of the most influential themes shaping the future of modern human existence. A number of quantum shifts, both technological and societal, are profoundly influencing consumer psychology.

The Allegra Health and Wellness Summit 2016 assembles some of the most influential and powerful innovators across the UK Health and Wellness space. Key headlines from Allegra Strategies' ground breaking study, Project Vivre, will be unveiled at the Summit, providing a razor-sharp analysis on the current Health and Wellness landscape and fundamental insights on tomorrow's consumer.

The Allegra Health and Wellness Summit will take place at Home House, Portman Square, London on 7 June 2016.

The programme will be inspired by the Summit's headline speakers and delegates will learn about the latest trends across the UK and international markets.



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Event Programme Overview

8:00 – 8:30	Breakfast & registration
8:30 – 8:45	Saving the NHS: The Movement to Turn the Tide of Inactivity Steven Ward, Executive Director, ukactive
8:45 – 9:10	Leggings: The New Denim and Future Outlook Simon Hill-Norton, CEO, Sweaty Betty
9:10 – 9:35	Wearable Technology is a Consumer Sport Tanu Tandan, Head of Business Development, TomTom
9:35 – 9:55	Eat Your Way to a Great Digestion Tess Ward, Chef, Food Consultant and Author
9:55 – 10:15	Investing in the Entrepreneur Camilla Dolan, Investment Director, MMC Ventures
10:15 – 10:40	Future Consumers: The New Metrics of Engagement Ibrahim Ibrahim, Managing Director & Owner, Portland
10:40 – 11:00	Coffee break & networking
11:00 – 11:10	Preliminary Research Findings from Project Vivre 2016 Jeffrey Young, CEO & Founder, Allegra Strategies
11:10 – 11:35	Halve Absence in 30 Minutes Jay Brewer, Head of Clinical Wellbeing, Nuffield Health
11:35 – 11:55	Innovating for the Modern Wellness Consumer Kara Rosen, Founder, Plenish
11:55 – 12:20	Health is Wealth Kate Percival, CEO, Grace Belgravia
12:20 – 12:40	Small Business, Big Future Ryan Kohn, Co-founder, Propercorn
12:40 – 13:05	The Impact of Boutique Fitness Robert Rowland, Co-founder & CEO, BOOM Cycle
13:05 – 13:30	Lunch

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More About Project Vivre 2016

Project Vivre 2016 is a definitive ground-breaking report on the UK Health and Wellness market. This comprehensive report will provide business managers, brand owners, and investors with the most detailed analysis and accurate forecasts to date for this fast growing, dynamic sector. This inaugural report will be published in January 2017.

Project Vivre assesses the key business and societal issues and opportunities facing the UK Health and Wellness market through a combination of qualitative and quantitative consumer research, focusing on Food and Nutrition, Active Lifestyle, and Personal Wellness across the following sub-sectors:

Food & Nutrition	Active Lifestyle	Personal Wellness
Organic and Natural Foods and Beverages	Fitness Clubs and Boutique Studios	Workplace Wellbeing
Dietary and Other Services	Activewear	Performance Optimization and the Quantified Self
Vitamins and Supplements	New and Traditional Fitness Forms	Mind, Body, Soul
Kitchen Equipment	Fitness Equipment	Natural Cosmetics
Out-of-Home Food Concepts	Technology and Wearables	Travel and Wanderlust

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About Allegra Strategies

We are a leading edge research and strategy consulting firm. Established in 1999, Allegra Strategies provides expert insight on the Health and Wellness sector and supports companies globally across the health and wellness value chain.

Allegra Strategies also covers related consumer lifestyle verticals including food to go, coffee and retail segments.

Our team is well placed to answer key business questions and we work closely with our clients across critical M&A activity, growth strategies, customer segmentation research, global expansion, pricing strategies, and NPD in order to help them harness their full growth and profit potential.

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Venue

The Allegra Health and Wellness Summit 2016 will be held at **Home House Private Member's Club** in Portman Square, London W1.



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Contact

We welcome your involvement in the Allegra Health and Wellness Summit 2016. Please confirm your attendance by contacting:

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