



PROGRAMME

**EMBRACING COLLABORATIVE RETAIL:
READY TO CHANGE THE RULES?**

From 2 November 2020

WARM UP

PRE-MAPIC

ON 
DEMAND

17-18 November 2020

MAPIC

LIVE YOUR MAPIC

LIVE
SESSIONS

Until 31 December 2020

FOLLOW-UP

FULL CONTENT & REPLAY

ON 
DEMAND



Attend our 2-day live programme featuring the most influential international industry players!*

TUESDAY 17 NOVEMBER 2020

09.30 > 10.00

COLLABORATIVE RETAIL: READY TO CHANGE THE RULES?

mapic

10.30 > 11.00

THE LBE MARKET: THE EXPERTS AND THE OPERATORS VISION!

LeisurUp

11.30 > 12.30

FRANCE FORUM: PERI-URBAN REGENERATION

mapic

14.30 > 15.00

FOOD: BUILDING LIFEPLACES OF TOMORROW!

mapic

15.30 > 16.00

REINVENTING RETAIL WITH ENTERTAINMENT

LeisurUp

16.30 > 17.00

BEST TIME EVER TO INVEST IN MIXED-USE PROJECTS?

mapic

WEDNESDAY 18 NOVEMBER 2020

09.30 > 10.00

THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE

LeisurUp

10.30 > 11.00

(RE)BUILDING THE NEXT RETAIL GENERATION

mapic

11.30 > 12.30

DEVELOPING FRANCHISE BUSINESS FOR THE NEXT DECADE

mapic

14.30 > 15.00

THINK PHYSICAL RETAIL, THINK DIFFERENT

mapic

15.30 > 16.00

RESHAPING URBAN LANDSCAPES TO BE FIT FOR THE FUTURE

mapic

16.30 > 17.30

ITALY FORUM

mapic

* All the sessions will be available in replay from 19 November 2020 until 31 December 2020

ON DEMAND



Access on-demand sessions from the opening of the platform, 2 November, until 31 December 2020!

30'

REINVENTING CITIES WITH LEISURE & ENTERTAINMENT

LeisurUp™

30'

SPORT ATTRACTIONS: PLAY WITHOUT LIMITS!

LeisurUp™

30'

CREATING IMMERSIVE EXPERIENCES

LeisurUp™

30'

DISCOVERING THE FUNDAMENTALS OF ESPORTS

LeisurUp™

30'

INNOVATION: HOW TO CHANGE THE RULES

mapic

30'

TRANSFORMING RETAIL SITES INTO LOGISTIC ASSETS

mapic

30'

SUSTAINABILITY & ETHICS: GOOD FOR BUSINESS, GREAT FOR HUMANITY

mapic

30'

TURNING BRANDS INTO LIFE: THE RISE OF IP-BASED ATTRACTIONS

LeisurUp™

60'

OUTLET RETAIL: READY TO CHANGE THE RULES?

mapic