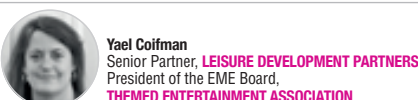


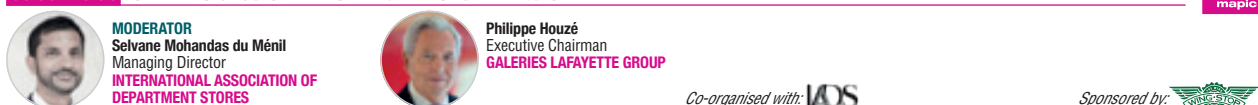
TUESDAY 30 NOVEMBER 2021

### MAPIC TV STUDIO

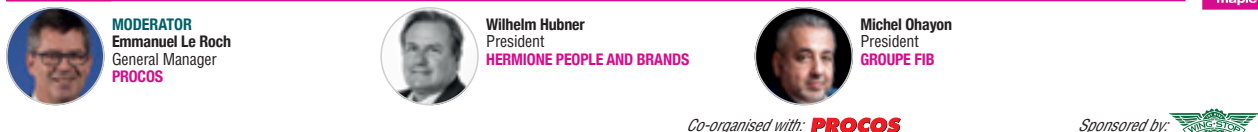
#### MASTERS OF CEREMONY



#### 09.30 - 10.00 OPENING SESSION - PEOPLE & PLACES: A NEW CHAPTER



#### 10.30 - 11.00 A DEEP DIVE INTO THE FRENCH RETAIL MARKET



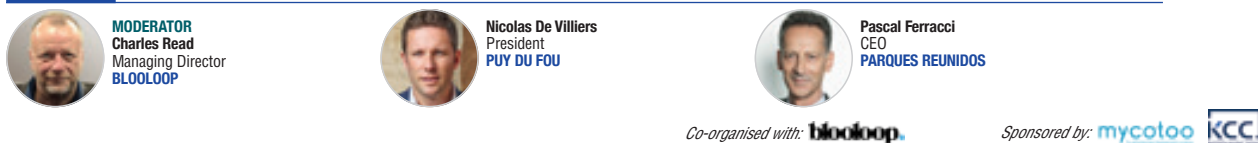
#### 11.30 - 12.00 PLACEMAKING: THE PEOPLE-CENTRED APPROACH



#### 12.30 - 13.00 FROM RESPONSIBLE CONSUMERS TO SUSTAINABLE PLACES



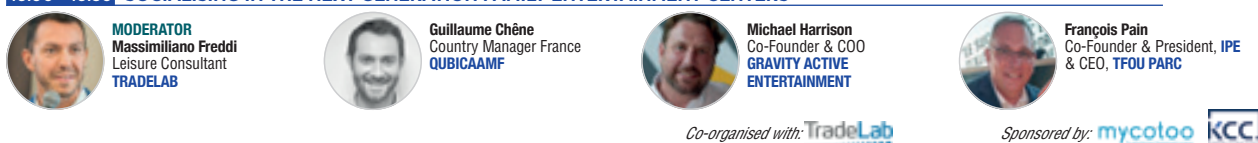
#### 14.00 - 14.30 OPENING SESSION - LEISURE & RETAIL: A NEW CHAPTER



#### 15.00 - 15.30 LEISURE INDUSTRY SNAPSHOT: RESTARTING YOUR BUSINESS



#### 16.00 - 16.30 SOCIALISING IN THE NEXT GENERATION FAMILY ENTERTAINMENT CENTERS



#### 17.00 - 17.30 SPORT ATTRACTIONS IN RETAIL SPACES



### MAPIC TALKS ARENA



### INNOVATION FORUM

In partnership with innesco

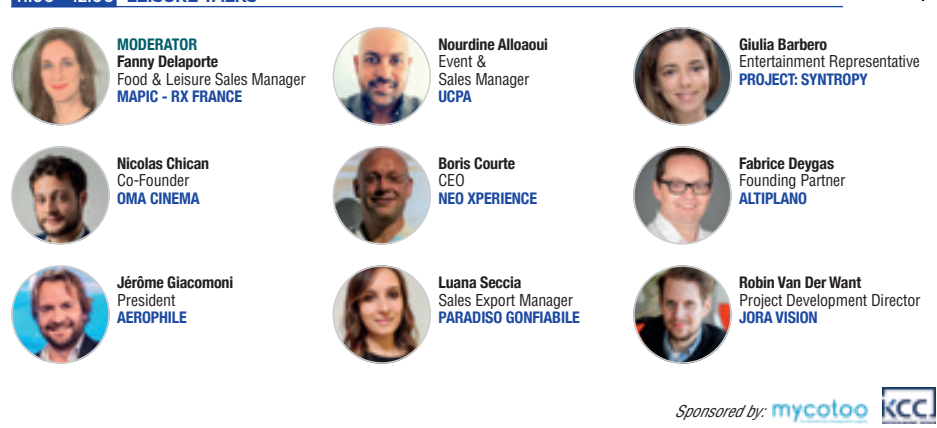
#### MASTER OF CEREMONY



#### 10.00 - 11.00 INNOVATION TALKS



#### 11.00 - 12.00 LEISURE TALKS



#### 14.30 - 15.30 CITY TALKS



#### 16.00 - 17.00 RETAIL TALKS: WHAT'S NEW IN ITALY?



18.30 - 20.30 RAISING "LE VERRE DE L'AMITIÉ" TO TOAST MAPIC'S RETURN!

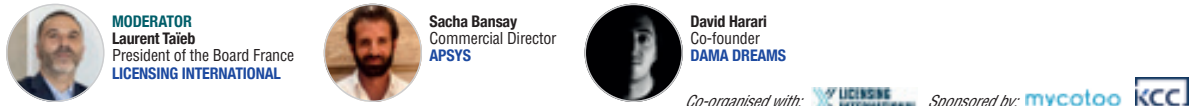
WEDNESDAY 1 DECEMBER 2021

### MAPIC TV STUDIO

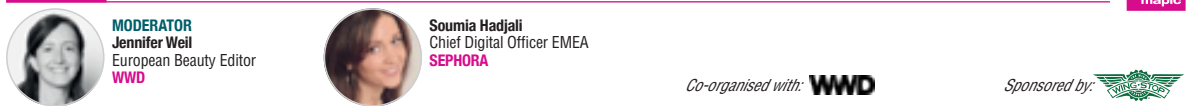
#### 09.00 - 09.30 TEA PRESENTS



#### 10.00 - 10.30 ACTIVATING BRANDS & SPACES: THE POWER OF STORYTELLING



#### 11.00 - 11.30 PEOPLE & DIGITAL: A NEW CHAPTER



#### 12.00 - 12.30 FAST-CHANGING CONSUMER BEHAVIOURS



#### 12.30 - 13.00 THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE



#### 14.00 - 14.30 WHAT THE COVID PANDEMIC HAS CHANGED IN TERMS OF SECURITY OPERATING MODELS AND NEW INITIATIVES?



#### 15.00 - 15.30 IMPACT OF NEW RETAIL ON LOGISTICS



#### 16.00 - 16.30 HOW CITIES CAN REORGANISE TO RECONNECT PEOPLE



#### 17.00 - 18.30 ITALY FORUM: BACK TO THE FUTURE



### MAPIC TALKS ARENA

#### 10.00 - 12.00 RETAIL TALKS

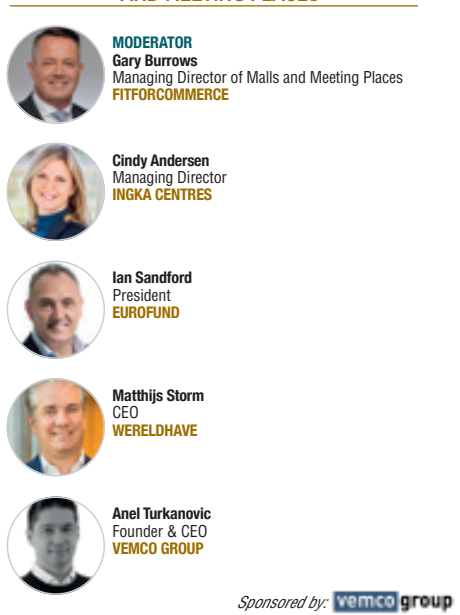


#### 14.30 - 15.30 LEISURE TALKS

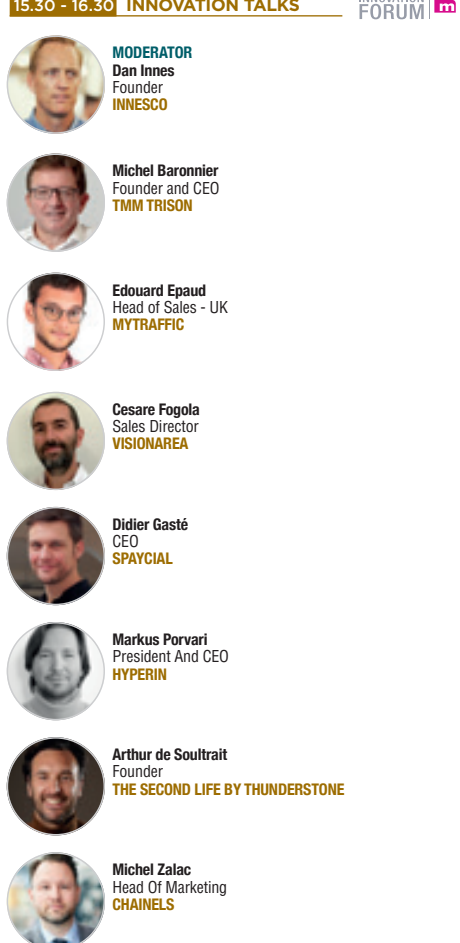


### MAPIC INNOVATION FORUM

#### 11.30 - 12.30 MERGING THE DIGITAL AND PHYSICAL IN MALLS AND MEETING PLACES



#### 15.30 - 16.30 INNOVATION TALKS

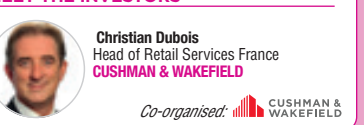


### PREMIUM NETWORKING EVENTS

#### SAISON DES AMBASSADEURS

By invitation only

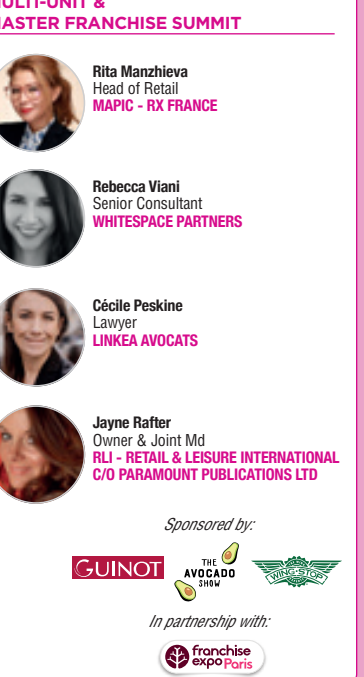
#### MEET THE INVESTORS



#### LEISURE WORKSHOP: A NEW CHAPTER FOR PEOPLE & PLACES

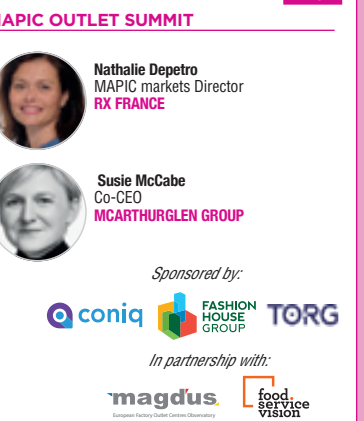


#### MULTI-UNIT & MASTER FRANCHISE SUMMIT



#### DESTINATION FRANCE

#### MAPIC OUTLET SUMMIT



#### 22.00 - 2.00 OPEN TO ALL DELEGATES

#### MAPIC PARTY: LET'S CELEBRATE MAPIC RE-START TOGETHER!

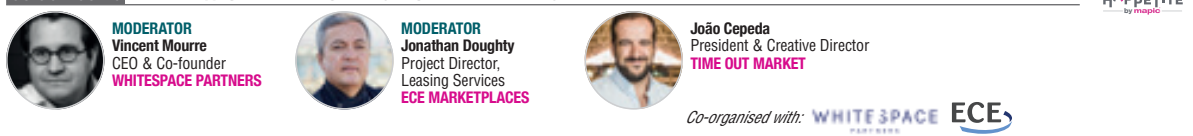
### MAPIC TV STUDIO



#### MASTERS OF CEREMONY



#### 09.00 - 09.20 THE NEW CHAPTER FOR RESTAURANT PLAYERS



#### 09.50 - 10.10 REBOOT THE RESTAURANT INDUSTRY: KEY FIGURES & TRENDS



#### 10.40 - 11.10 INTEGRATING RESTAURANTS INTO LIFESTYLE DESTINATIONS: NEW MODELS, NEW NEEDS



#### 11.40 - 12.00 THE NEW STANDARDS TO DRIVE YOUR FOOD BUSINESS

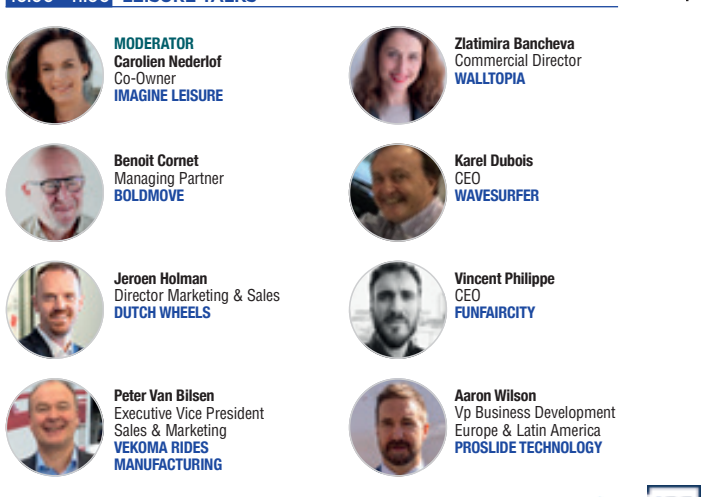


#### 12.30 - 12.50 PEOPLE, PLANET, PROFIT



### MAPIC TALKS ARENA

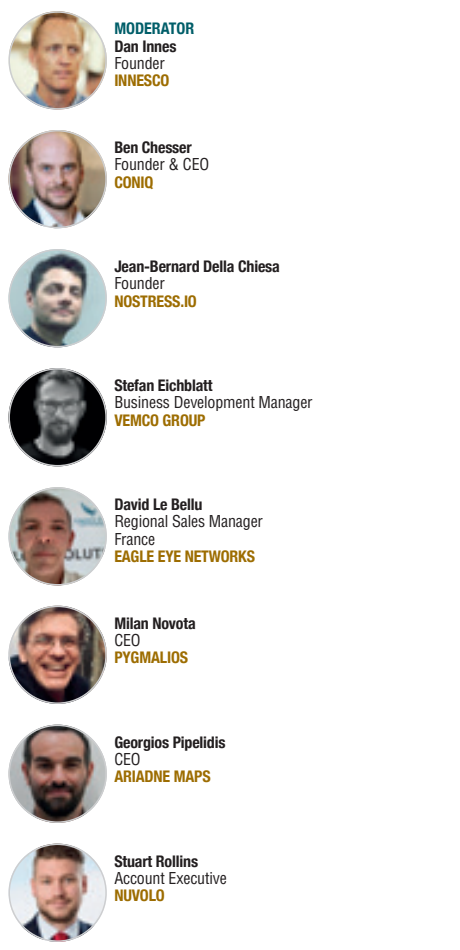
#### 10.00 - 11.00 LEISURE TALKS



Programme as of 16 November  
Download the final version

### MAPIC INNOVATION FORUM

#### 11.00 - 12.00 INNOVATION TALKS



### PREMIUM NETWORKING EVENTS

#### HOTEL BARRIÈRE LE MAJESTIC CANNES

#### HOW TO FINANCE THE GROWTH OF YOUR CHAIN WITH PRIVATE EQUITY PARTNERS

