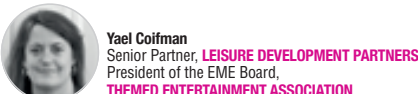


TUESDAY 30 NOVEMBER 2021

MAPIC TV STUDIO

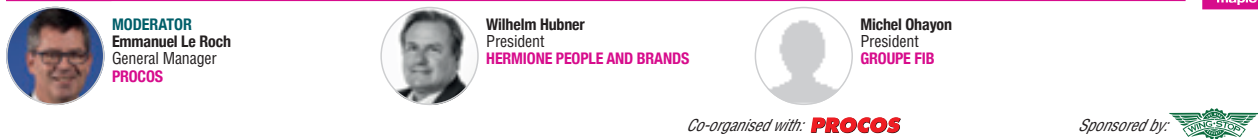
MASTERS OF CEREMONY



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



10.30 - 11.00 A DEEP DIVE INTO THE FRENCH RETAIL MARKET



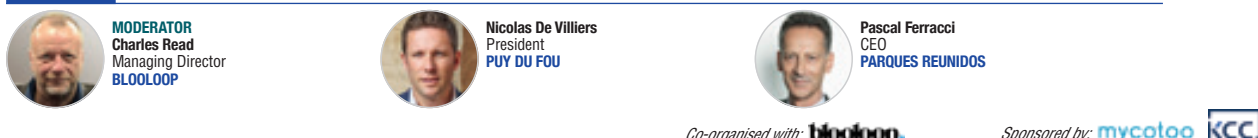
11.30 - 12.00 PLACEMAKING: THE PEOPLE-CENTRED APPROACH



12.30 - 13.00 FROM RESPONSIBLE CONSUMERS TO SUSTAINABLE PLACES



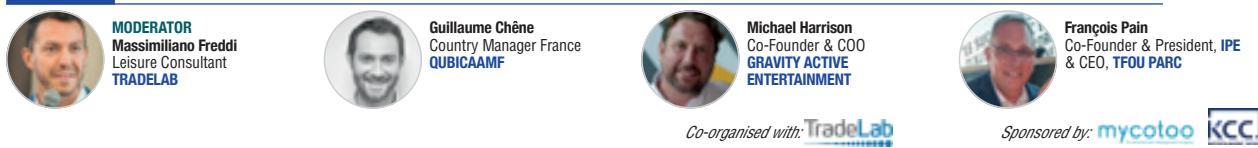
14.00 - 14.30 OPENING SESSION - LEISURE & RETAIL: A NEW CHAPTER



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



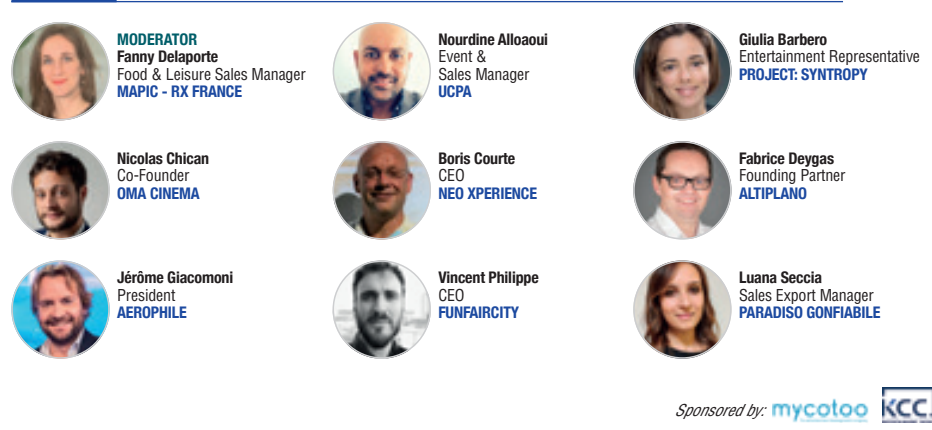
18.00 - 18.30 FAST-CHANGING CONSUMER BEHAVIOURS



MAPIC TALKS ARENA



11.00 - 12.00 LEISURE TALKS



14.30 - 15.30 CITY TALKS



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



INNOVATION FORUM



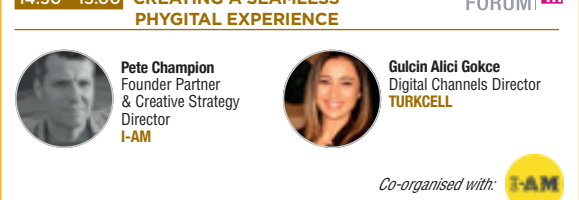
MASTER OF CEREMONY



10.00 - 11.00 INNOVATION TALKS



14.30 - 15.00 CREATING A SEAMLESS PHYSICAL EXPERIENCE



15.30 - 16.15 HOW PHYSICAL EXPERIENCE IS TRANSFORMING THE CUSTOMER JOURNEY IN SHOPPING CENTERS

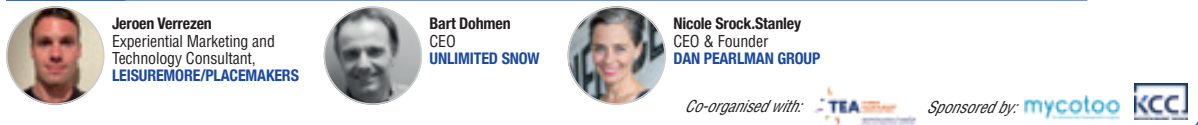


18.30 - 20.30 RAISING "LE VERRE DE L'AMITIÉ" TO TOAST MAPIC'S RETURN!

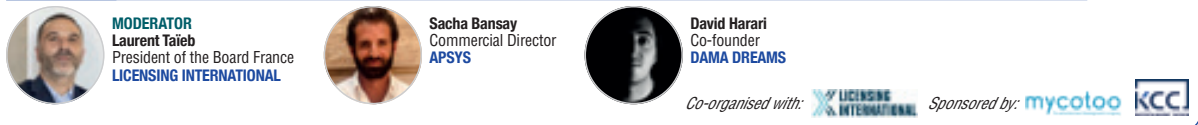
WEDNESDAY 1 DECEMBER 2021

MAPIC TV STUDIO

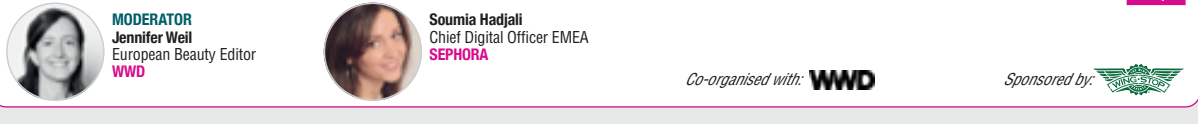
09.00 - 09.30 TEA PRESENTS



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



11.00 - 11.30 PEOPLE & DIGITAL: A NEW CHAPTER



12.30 - 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

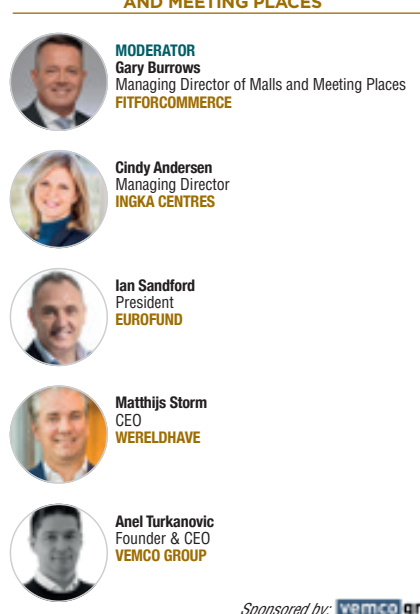


14.30 - 15.30 LEISURE TALKS

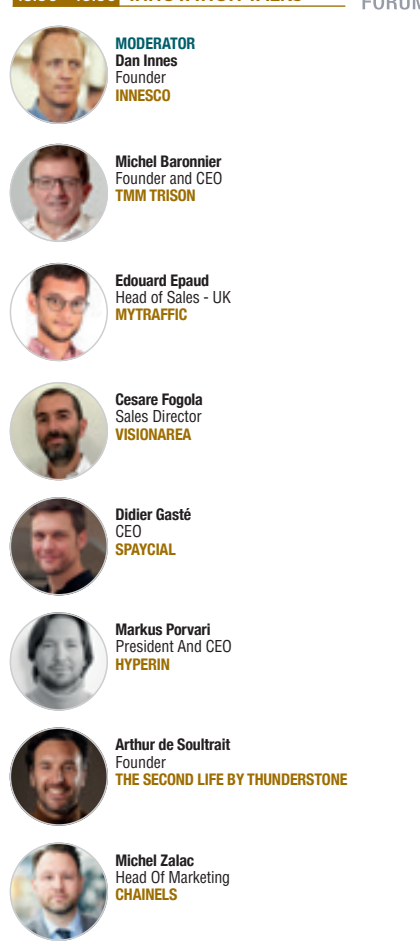


MAPIC INNOVATION FORUM

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



15.30 - 16.30 INNOVATION TALKS



PREMIUM NETWORKING EVENTS

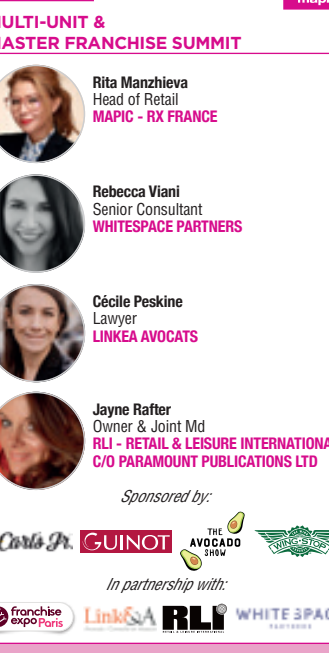
09.00 - 10.30 MEET THE INVESTORS



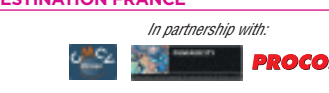
10.30 - 12.30 LEISURE WORKSHOP: A NEW CHAPTER FOR PEOPLE & PLACES



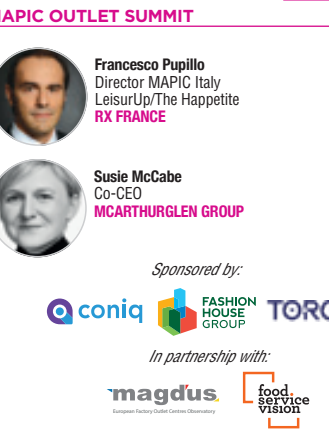
12.30 - 14.30 MULTI-UNIT & MASTER FRANCHISE SUMMIT



14.30 - 15.30 DESTINATION FRANCE



16.00 - 18.00 MAPIC OUTLET SUMMIT



22.00 - 2.00 OPEN TO ALL DELEGATES

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

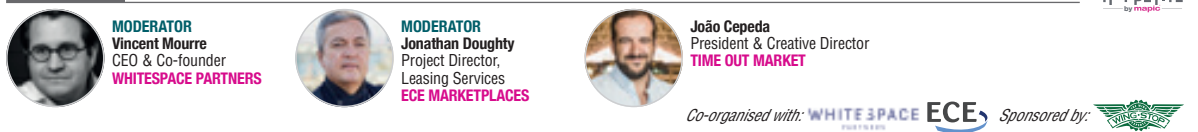
THURSDAY 2 DECEMBER 2021

MAPIC TV STUDIO

MASTERS OF CEREMONY



09.00 - 09.20 THE NEW CHAPTER FOR RESTAURANT PLAYERS



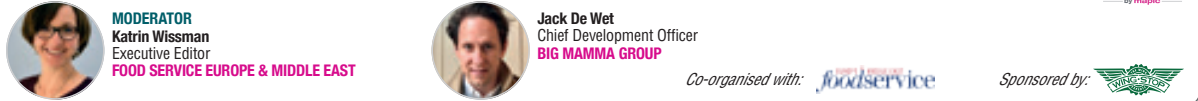
09.50 - 10.10 REBOOT THE RESTAURANT INDUSTRY: KEY FIGURES & TRENDS



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 25 November
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MAPIC INNOVATION FORUM

11.00 - 12.00 INNOVATION TALKS

