

2021 CONFERENCE YEAR-ROUND PROGRAMME

mapic[®]

MAPIC reinvents itself to stay connected to the industry & provide you with a series of digital events all year long in addition to the onsite flagship conference programme.



PEOPLE & PLACES: A NEW CHAPTER

The launch of this year's MAPIC comes at a time of unparalleled turmoil across the globe, with the retail, F&B and leisure sectors at the frontline of the devastating impact of the Covid-19 pandemic.

And so the challenge for 2021 is to have a theme that empathises with the pain of this moment. We want now to provide you with positivity and optimism for the end of the year and MAPIC, the leading global event to build urban and retail lifestyle destinations will give you rebound tools.

As a result, our intention for 2021 is to focus on “People and Places” and “A New Chapter”, because the whole industry has to encompass human, face-to-face interaction, emotions, new business models, innovation and the increasing role of social media networks and virtual communications, while also providing the best physical experiences locally, in cities and regions.

LeisurUp™

THE HAPPETITE™

Special focuses on these new leisure & F&B events, launching physically alongside MAPIC after last year's digital debut.

KEY MAPIC THEMES



People & Socialisation: New priorities around friends & family, with expectations of experience, sustainability & humanity to be expressed in the brands they buy & the destinations they visit.



The new consumer: How people will shop, interact, socialise and spend their time, with a focus on the synergy between retail, leisure and food & beverage.



Place making: Mixed use, lifestyle destinations designed to appeal to our fresh desire to come together but also recognising that for many people their lives will also be more centred around the home, including for leisure and work. What can destinations learn from at-home entertainment?



Innovation winners: Despite the challenges, many companies and sectors thrived during the pandemic. What can retail, leisure and food learn from them and who are the innovators poised to lead and benefit from the need for experience & socialisation?

YEAR LONG EVENT PROGRAMME



Get connected to the industry & gain insights all year long through MAPIC Digital, the digital platform for the retail property, leisure & F&B communities. Register & attend our online conferences & events.

MAY 2021

TUESDAY 5 — 10.00-11.30

mapic

FRANCE: MAPIC 2021 EXCLUSIVE LAUNCH EVENT

Online session - French language

JUNE 2021

THURSDAY 3 — 15.00-16.30

mapic

MAPIC 2021 OFFICIAL LAUNCH EVENT

Online session

TUESDAY 8 — 15.00-16.30

mapic ITALY

MAPIC ITALY 2021 EXCLUSIVE LAUNCH EVENT

Online session - Italian language

TUESDAY 15 — 14.15-15.15

LeisureUp

THE FRENCH LEISURE & ATTRACTION MARKET LANDSCAPE

TUESDAY 15 — 15.30-17.00

LeisureUp

MEET INTERNATIONAL LEISURE OPERATORS

Virtual matchmaking event

TUESDAY 22 — 10.00-11.30

mapic

RETAIL IN ASIA

Online session

TUESDAY 29 — 15.00-16.30

mapic

OUTLET (Part 1)

Online session

JULY 2021

TUESDAY 6 — 15.00-16.30

mapic

LeisureUp

THE
HAPPETITE
by mapic

DNVBs & NEW TENANTS

Online session

THURSDAY 8 — 14.15-15.15

mapic

INVESTMENT

Online session

THURSDAY 8 — 15.30-17.00

mapic

INVESTMENT

Virtual matchmaking event

AUGUST 2021

TUESDAY 31 — 15.00-16.30

mapic

INNOVATION

Online session

SEPTEMBER 2021

THURSDAY 2 — 15.00-16.30

mapic

LOGISTICS

Online session

MONDAY 20 — ON DEMAND

mapic ITALY

MAPIC ITALY REPLAY

Relive the conference sessions that took place in Milan

TUESDAY 21 — 14.15-15.15

THE
HAPPETITE
by mapic

FOOD & BEVERAGE

Online session

TUESDAY 21 — 15.30-17.00

THE
HAPPETITE
by mapic

MULTI-UNIT & MASTER FRANCHISE: FOOD FOCUS

Virtual matchmaking event

THURSDAY 23 — 10.00-11.30

mapic

FRANCE FOCUS

Online session - French language

OCTOBER 2021

TUESDAY 12 — 15.00-16.30

mapic

OUTLET (Part 2)

Online session

THURSDAY 14 — 15.00-16.30

LeisureUp

LEISURE

Online session

WEDNESDAY 20 — 15.00-16.30

mapic

MULTI-UNIT FRANCHISE & MASTER FRANCHISE

Virtual matchmaking event

TUESDAY 26 — 15.00-16.30

THE
HAPPETITE
by mapic

FOOD & BEVERAGE

Online session

NOVEMBER - DECEMBER 2021

TUE. 30 - WED.1 - THU. 20

mapic

LeisureUp

THE
HAPPETITE
by mapic

CANNES ONSITE PROGRAMME

Conference sessions will be live-streamed on the platform. Full programme & information on the next page.

CONFERENCE PROGRAMME

mapic®

Discover the onsite programme of our flagship event held in Cannes.
All conference sessions will be live-streamed on the digital platform.

TUESDAY 30th NOVEMBER 2021

10.00 - 10.30

mapic

OPENING SESSION
PEOPLE & PLACES: A NEW CHAPTER

11.30 - 12.00

mapic

FROM RESPONSIBLE CONSUMERS
TO SUSTAINABLE PLACES

15.30 - 16.00

LeisureUp

SOCIALISATION & THE RISE OF
FAMILY ENTERTAINMENT CENTERS

10.30 - 11.00

mapic

FAST-CHANGING
CONSUMER BEHAVIORS

14.30 - 15.00

LeisureUp

OPENING SESSION
LEISURE & RETAIL: A NEW CHAPTER

16.00 - 16.30

LeisureUp

ACTIVATING BRANDS & SPACES:
THE POWER OF STORY TELLING

11.00 - 11.30

mapic

PLACEMAKING:
THE HUMAN-CENTRED APPROACH

15.00 - 15.30

LeisureUp

LEISURE INDUSTRY SNAPCHAT:
RESTARTING YOUR BUSINESS

16.30 - 17.00

LeisureUp

SPORT ATTRACTIONS
IN RETAIL SPACES

WEDNESDAY 1st DECEMBER 2021

10.00 - 10.30

mapic

PEOPLE & DIGITAL:
THE NEW CHAPTER

15.00 - 15.30

mapic

IMPACT OF NEW RETAIL
ON LOGISTICS

10.30 - 11.00

LeisureUp

LEISURE & DIGITAL TO EMPOWER
THE GUEST EXPERIENCE

15.30 - 16.30

mapic

HOW CITIES REORGANISE
TO RECONNECT PEOPLE

11.00 - 12.00

mapic

FRANCE FORUM

16.30 - 17.30

mapic

ITALY FORUM

14.30 - 15.00

LeisureUp

BUSINESS TRANSFORMATION:
OPERATING MODELS, INITIATIVES
& CASES

SPECIAL EVENTS

by invitation only

9.00 - 10.30

mapic

MEET THE INVESTORS!

10.45 - 12.15

LeisureUp

MEET THE LEISURE OPERATORS!

13.00 - 14.30

mapic

MULTI-UNIT & MASTER
FRANCHISE SUMMIT

14.30 - 15.30

mapic

FRENCH CITIES: MEET THE
REPRESENTATIVES

16.30 - 17.30

mapic

PEOPLE & OUTLET DESTINATIONS:
A NEW CHAPTER

THURSDAY 2nd DECEMBER 2021

10.30 - 11.00

THE
HAPPETITE

THE NEW CHAPTER FOR
RESTAURANT PLAYERS

12.00 - 12.30

THE
HAPPETITE

FOOD & TECH: THE NEW STANDARDS
TO DRIVE YOUR BUSINESS

11.00 - 11.30

THE
HAPPETITE

REBOOT THE RESTAURANT INDUSTRY:
KEY FIGURES & SUCCESSFUL TRENDS

12.30 - 13.30

THE
HAPPETITE

PEOPLE, PLANET, PROFIT
How to pursue sustainable &
profitable growth

11.30 - 12.00

THE
HAPPETITE

INTEGRATING RESTAURANTS
IN LIFESTYLE DESTINATIONS:
NEW MODELS, NEW NEEDS

14.30 - 15.30

mapic

CLOSING REMARKS

SPECIAL EVENTS

by invitation only

12.00 - 13.00

THE
HAPPETITE

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