

DAY ONE – WEDNESDAY 23rd JANUARY

8.30 am	Registration
9.00 am	<p>Welcome from NutraIngredients</p> <p><i>Dr Stephen Daniells, Editor-in-Chief, North & South America, NutraIngredients-USA</i></p> <p>As Editor-in-Chief of William Reed and its market leading NutraIngredients-USA.com and FoodNavigator-USA.com, Stephen is focused on food and nutrition science reporting at the highest level. He has been with William Reed Business Media for over 13 years as a senior journalist and editor and is also Editorial Consultant for WRBM’s Probiota America event. He is a regular speaker at food and nutrition industry conferences, and has a PhD in Chemistry from Queen’s University Belfast, Northern Ireland.</p>
SESSION 1: MARKETS AND MARKETING	
9.05 am	<p>The size of the prize</p> <p>Market Drivers and Consumer Understanding: This session will look at how consumers understand and relate to sports nutrition, and will look at the key consumer trends driving the market and how evolving consumer demographics are shifting the category.</p> <p>Speaker: Analyst from Euromonitor International (awaiting confirmation)</p>
9.30 am	<p>How strangers shape a market. Online customer reviews and their impact in sports nutrition</p> <p><i>Tom Morgan, Market Analyst - Sports Nutrition, Lumina Intelligence, William Reed</i></p> <p>As consumers wade through a buffet of options when they purchase online, peer reviews act as compass for their buying intent. With sports nutrition products proliferating at a staggering rate it’s getting harder to get your brand noticed, to see where to head, and to find the key points of difference that capture customer attention. We’ve analysed granular data from reviews, from ingredients and the science behind them to build, from the bottom up, a picture of the sports nutrition world and how its customers buy. Tom’s presentation describes the market, its customers and what drives their engagement and, vitally, what makes them leave a positive review.</p> <ul style="list-style-type: none"> • The flavour of countries – which markets stand out strongest? • Ingredients and the growth of plant power – how plant proteins and botanicals are starting to take root • What a boost – newly emerging nitric oxide and pre-work out markets • Targeting matters – how a softer approach will stretch the market beyond its body builder heartland

	<ul style="list-style-type: none"> • Creating conversation – how to encourage, reward and use positive customer reviews <p>Tom is the sports nutrition analyst for Lumina Intelligence, a new business intelligence service launched this year by William Reed. Registered as an associate nutritionist with the Association for Nutrition, with a degree in nutrition with food consumer science from the University of Reading, his career is focused around nutrition, food science, sensory, and consumer insights, primarily in the ingredients sector. His previous work has included researching nitric oxide and its effects on health.</p>
10.00 am	<p>Positioning and differentiation Expert advice on how to best position and differentiate a product. Speaker: Matt Hesse / Performix (SD invited)</p>
10.30 am	Refreshments
	SESSION 2: THE STATE OF THE SCIENCE AND ELITE SPORTS
11.00 am	<p>The State of the Science - Sports Nutrition <i>Dr Rick Kreider, Director of the Exercise & Sport Nutrition Lab, Texas A&M University</i></p>
11.30 am	<p>The State of the Science for Fitness and Exercise Nutrition <i>Dr Shawn Arent, Director, IFNH Center for Health and Human Performance, Rutgers University</i></p>
12.0 pm	<p>Elite Sports <i>Dr Tony Ricci, Assistant Professor of Exercise Physiology and Metabolism at Long Island University & founder of Fightshape International</i></p>
12.30 pm	<p>Speed networking and an opportunity to meet our sponsors Grow your network with a series of four-minute meetings with your fellow attendees. Introduce yourself to a new contact every time you hear the signal and find out if you've got mutual interests that would make a subsequent, more in-depth meeting worthwhile.</p>
1.15 pm	<p>Roundtable lunches – discuss the issues that matter most to you Tables will be hosted by an expert from industry or academia who will lead an informal discussion on an industry hot topic. Join the table that suits you best, subject to availability.</p>
2.15 pm	Dessert and coffee

	SESSION 3: THE SPORTS NUTRITION INDUSTRY AND THE MILITARY
2.45 pm	The use of Sports Nutrition products by US Military personnel: The good, the bad, and the ugly <i>Dr Krista Austin, Physiologist, Performance & Nutrition Coaching</i>
3.15 pm	Nutrition to boost physical and mental performance for warfighters <i>Joshua Hockett, Director of Food & Fitness Engagement, Monsanto Company/ Bayer</i>
3.45 pm	Refreshments
	SESSION 4: REGULATORY COMPLIANCE AND THE ROLE OF THIRD PARTY CERTIFICATION
4.15 pm	Alphabet soup: Everything brands need to know about GMPs, NDIs, AERs, DASCA, SARMs... <i>Rick Collins, Esq. Founding partner of Collins Gann McCloskey and Barry, LLP</i>
4.45 pm	Panel discussion: Third party certification and what brands should know Panelists: Confirmed: Dr Guru Ramanathan, Senior VP & Chief Innovation Officer for GNC Oliver Catlin, President, Anti-Doping Sciences Institute & Banned Substances Control Group Invited & awaiting confirmation: John Travis, Senior Research Scientist, NSF International Representative from Informed Choice Representative from Herbalife USADA – invited. Still haggling over their attendance...
	Chairman’s closing remarks
	Networking reception

DAY TWO – THURSDAY 24th JANUARY

8.55 am	Chairman's re-cap of Day 1 and welcome back
	SESSION 5: CUTTING EDGE SCIENCE: FROM THE MICROBIOME TO PERSONALIZATION
9.00 am	<p>Bacterial boosts – The microbiome and sports <i>Jonathan Scheiman, CEO of Fitbiomics</i></p> <p>The recent explosion of interest in gut health and the microbiome has thrown up an immense amount of science relating to our gut bacteria and health. One area tipped for huge growth is in the validation of science linking our bacterial ecosystems to sports performance and recovery. In this session we will look at some of the emerging science linking probiotics, prebiotics and bacterial populations within the body to better sports performance – and ask how nutrition targeting the microbiome could provide new benefits for the market.</p>
09.30 am	<p>Panel: Personalization and the digital revolution</p> <p>Big data, wearable technology, personalized analysis, and the digital shopping revolution are all providing huge opportunities for companies and entrepreneurs looking to innovate in the sports and active nutrition area. From the use of personalized analysis in elite level sports to the use of wearable devices and app-based health trackers to provide better dietary recommendations, and a consumer desire to get ‘for me’ products delivered to their door, this session will look at some of the key trends and innovations in the digital and personalized space. Our panel of experts will discuss the recent technology explosion to identify what’s capturing and holding consumer interest most powerfully and discuss what the industry’s reaction should be – how businesses should engage with this revolution, and how it will impact the products they sell.</p> <p><i>Panelists:</i> <i>Ahmed El-Sohemy, CEO, Nutrigenomix</i> <i>Gil Blander, founder & CSO, InsideTracker</i> <i>Ralf Jaeger, Increnovo</i> Representative from BodyBuilding.com (SD liaising with them)</p>
10.30 am	Refreshments
11.00 am	<p>Nootropics & sports nutrition <i>Dr Sue Hewlings, University of Central Michigan & Nutrasource</i></p> <p>The increasing appreciation of mental performance for sports performance. Bridging the science and the market</p>

11.30 am	Sponsor slot (... or women & sports nutrition– there plenty of products but where are the clinical trials? Where are the research gap and what needs to be done?)
12.00 pm	Panel: The state of the industry Select 4 or 5 speakers to participate – the highlights from the meeting... what were the key lessons, where are the gaps, what should next year’s summit address?
12:45 pm	Closing remarks and look to the future
	Networking lunch
	Departures