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# IV EUROPEAN FITNESS CONGRESS

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03. 10. 2014.

Hotel Crowne plaza

Vladimira Popovića 10  
Novi Beograd, Serbia





## TEME I PREDAVAČI / THEMES AND LECTURERS

### **Cardio scan.**

#### **Zdravstveno testiranje rekreativaca**

*DR. MARC WEITL*

*Doktor sportske medicine (Nemačka)*

**Šanse na fitness tržištu kroz tačno pozicioniranje i tržišno segmentiranje. Koje opcije uspeha nude tržišta discount, medijum, premijum i klubova posebnih interesa?**

*RALF CAPELAN*

*Consultant i šef odeljenja za menadžment na BSA Akademie (Švajcarska)*

### **Unapređenje poslovanja putem korišćenja društvenih mreža**

*SRĐAN ERCEG*

*Chief Executive Officer, Huga Media (Srbija)*

### **Rimini Wellness:**

#### **Transformacija fitness biznisa**

*ANDREA RAMBERTI*

*Direktor Rimini Wellness (Italija)*

### **Značaj edukacije u standardizaciji wellness usluga**

*VLADAN VEŠKOVIĆ*

*Generalni sekretar Udruženja banja Srbije (Srbija)*

### **Stres menadžment.**

#### **Bitan deo korporativnog fitnessa**

*SABRINA FÜTTERER*

*DSSV, (Nemačka)*

### **Panel diskusija**

**Korporativni fitness** – DIJANA PATEROS, ProCredit banka, MILORAD RADIŠIĆ, Naftna industrija Srbije, DANIJELA MILINKOVIĆ, Telenor (Srbija), RUŽICA RISTIĆ PRISTOVŠEK, Porsche finansijska grupacija Srbije

### **Okrugli sto**

*BIRGIT SCHWARZE, Predsednica nemačkog fitness saveza (Nemačka), PAUL EIGENMANN, Predsednik švajcarskog DIN instituta za sertifikovanje fitness klubova (Švajcarska), REFIT KAMBEROVIĆ, Generalni menadžer nemačkog fitness saveza i autor osam stručnih knjiga (Nemačka – Hrvatska) i svi predavači.*

### **Cardio scan.**

#### **Health test of recreational**

*DR. MARC WEITL*

*PhD of Medicine in Sport (Germany)*

**Chances on fitness market through positioning and market segmentation. Which options for success offer markets for discount, medium, premium and clubs of special interest?**

*RALF CAPELAN*

*Consultant and Head of Management Department on BSA Akademie (Switzerland)*

### **Bussiness improvement through social networks usage**

*SRĐAN ERCEG*

*Chief Executive Officer, Huga Media (Srbija)*

### **Rimini Wellness:**

#### **Transformation of fitness bussiness**

*ANDREA RAMBERTI*

*Rimini Wellness Project Manager (Italia)*

### **The importance of education in wellness service standardization**

*VLADAN VEŠKOVIĆ*

*Secretary General of Serbian Spa Association (Serbia)*

### **Stress management.**

#### **The important part of corporate fitness**

*SABRINA FÜTTERER*

*DSSV, (Germany)*

### **Panel discussion**

**Corporate fitness** – DIJANA PATEROS, ProCredit bank, MILORAD RADIŠIĆ, NIS ad, DANIJELA MILINKOVIĆ, Telenor (Serbia), RUŽICA RISTIĆ PRISTOVŠEK, Porsche finance group Serbia

### **Round table**

*BIRGIT SCHWARZE, Chairwoman of German Association of Fitness DSSV (Germany), PAUL EIGENMANN, Chairman of DIN-Institute for Certification Swiss Fitness Clubs (Switzerland), REFIT KAMBEROVIĆ, General Manager of German Association of Fitness (DSSV) and author of 8 professional books (Germany – Croatia) and all lecturers.*

## PLAN AKTIVNOSTI / ACTIVITY PLAN



### Sala Egej / Egej Hall

VREME TIME	AKTIVNOST / ACTIVITY
09 <sup>00</sup> – 09 <sup>30</sup>	Prijavljivanje učesnika / Participant registration (Lobi / Lobby)
09 <sup>30</sup> – 10 <sup>00</sup>	Svečano otvaranje / Opening ceremony
10 <sup>00</sup> – 10 <sup>45</sup>	Dr Marc Weitzl – Cardio scan – Zdravstveno testiranje rekreativaca Cardio scan - Health test of recreationalists
10 <sup>45</sup> – 11 <sup>00</sup>	Pitanja / Questions
11 <sup>00</sup> – 11 <sup>30</sup>	Pauza za kafu / Coffee break (Lobi / Lobby)
11 <sup>30</sup> – 12 <sup>15</sup>	Ralf Capelan – Šanse na fitness tržištu kroz tačno pozicioniranje i tržišno segmentiranje. Koje opcije uspeha nude tržišta discount, medijum, premium i klubova posebnih interesa? Chances on fitness market through positioning and market segmentation. Which options for success offer markets for discount, medium, premium and clubs of special interest?
12 <sup>15</sup> – 12 <sup>30</sup>	Pitanja / Questions
12 <sup>30</sup> – 15 <sup>00</sup>	Ručak / Lunch (Restoran / Restaurant)
15 <sup>00</sup> – 15 <sup>45</sup>	Srdan Erceg – Unapređenje poslovanja putem korišćenja društvenih mreža Business improvement through social networks usage
15 <sup>45</sup> – 16 <sup>00</sup>	Pitanja / Questions
16 <sup>00</sup> – 16 <sup>30</sup>	Pauza za kafu / Coffee break (Lobi / Lobby)
16 <sup>30</sup> – 17 <sup>15</sup>	Panel diskusija – Korporativni fitness / Panel discussion - Corporate fitness
17 <sup>15</sup> – 18 <sup>00</sup>	Okrugli sto – Birgit Schwarze, Paul Eigenmann, Refit Kamberović i svi predavači / Round table - Birgit Schwarze, Paul Eigenmann, Refit Kamberović and all lecturers

### Sala Baltik / Baltik hall

VREME TIME	AKTIVNOST / ACTIVITY
10 <sup>20</sup> – 11 <sup>05</sup>	Andrea Ramberti - Rimini Wellness: Transformacija fitness biznisa Rimini Wellness: Transformation of fitness bussiness
11 <sup>05</sup> – 11 <sup>20</sup>	Pitanja / Questions
11 <sup>20</sup> – 11 <sup>50</sup>	Pauza za kafu / Coffee break (Lobi / Lobby)
11 <sup>50</sup> – 12 <sup>35</sup>	Vladan Vešković – Značaj edukacije u standardizaciji wellness usluga The importance of education in wellness service standardization
12 <sup>35</sup> – 12 <sup>50</sup>	Pitanja / Questions
12 <sup>50</sup> – 15 <sup>20</sup>	Ručak / Lunch (Restoran / Restaurant)
15 <sup>20</sup> – 16 <sup>05</sup>	Sabrina Fütterer – Stres menadžment – Bitan deo korporativnog fitnesa Stress management – the important part of corporate fitness
16 <sup>05</sup> – 16 <sup>20</sup>	Pitanja / Questions
16 <sup>20</sup> – 16 <sup>30</sup>	Pauza za kafu / Coffee break (Lobi / Lobby)
16 <sup>30</sup>	Sala Egej / Egej Hall



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